

EFFECTIVENESS OF ONLINE ADVERTISING:  
COMPARISON OF BANNER ADS AND PAID SEARCH ADS

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EFFECTIVENESS OF ONLINE ADVERTISING TYPES:  
COMPARISON OF BANNER ADS AND PAID SEARCH ADS

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## Thesis Abstract

Mert Canlı, “Effectiveness of Online Advertising Types: Comparison of Banner Ads and Paid Search Ads”

In recent years, Internet usage rates have rapidly increased in the world. People started to use Internet in their daily lives and spend more time on Internet. As a result of this trend, online advertising has become popular among marketers. In addition, the interactivity that Internet provided was another reason for marketers to discover online advertising. Related to this many researches were conducted regarding online advertising to understand it and provide insights for marketing executives.

The aim of this study is to compare the most popular online advertising types; banner ads and paid search ads. This comparison was researched in terms of beliefs, attitudes and purchase intentions related to banner ads and paid search ads from Turkish consumers’ perspective. The findings show that Turkish consumers have more positive beliefs about and purchase intentions after seeing banner ads when compared to paid search ads. On the other hand, Turkish consumers have more positive attitudes towards paid search ads.

## Tez Özeti

Mert Canlı, “Çevrimiçi Reklam Türlerinin Etkinliği: Banner Reklamları ve Arama Motoru Reklamlarının Kıyaslanması”

Son yıllarda, dünyada internet kullanım oranları hızla artmıştır. İnsanlar günlük hayatlarında internet kullanmaya ve internette daha fazla vakit geçirmeye başlamıştır. Bunun sonucu olarak, pazarlamacılar arasında çevrimiçi reklamcılık oldukça popüler hale geldi. Ayrıca, internetin sağladığı etkileşim fırsatı pazarlamacıların çevrimiçi reklamcılığı keşfetmesinde önemli rol oynadı. Çevrimiçi reklamcılığı anlamak ve pazarlama müdürlerine faydalı bilgiler sağlayabilmek adına literatürde birçok araştırma yapıldı.

Bu çalışmanın amacı, en popüler çevrimiçi reklam türlerinden banner reklamları ile arama motoru reklamlarını kıyaslamaktır. Bu kıyaslama Türk tüketicilerinin banner reklamları ve arama motoru reklamları ile ilgili inanış, tutum ve bu reklam türleriyle bağlantılı satın alma eğilimleri açısından yapılmıştır. Bulgular, Türk tüketicilerinin arama motoru reklamlarına kıyasla banner reklamlarına karşı daha olumlu inanış ve satın alma eğilimine sahip olduğunu göstermiştir. Diğer yandan, Türk tüketicileri banner reklamlarına kıyasla arama motoru reklamlarına karşı daha olumlu bir tutum sergilemektedir.

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## CHAPTER 1: INTRODUCTION

Internet has become a crucial part of people's lives. Kids now grow up with the Internet. Internet changed the world in significant ways. The people who could not meet face-to-face are now able to communicate easily and fast through Internet. However, when compared to other fast communication technologies such as the telegraph, telephone, radio, motion pictures, television, Internet allows people to be more anonymous on Internet, and people can spend time on Internet on their own (Bargh & McKenna, 2002). Therefore, Internet usage rates rapidly increased. According to InternetWorldStats.com statistics, as of 31 March 2011, there are 2 billion Internet users in the world. The number of users was 361 million in 2000. This shows that in the last decade the Internet usage increased 480%.

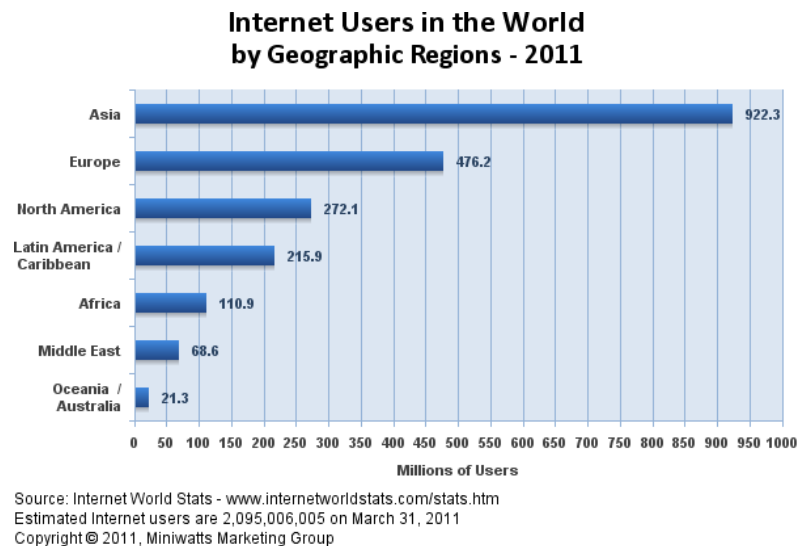
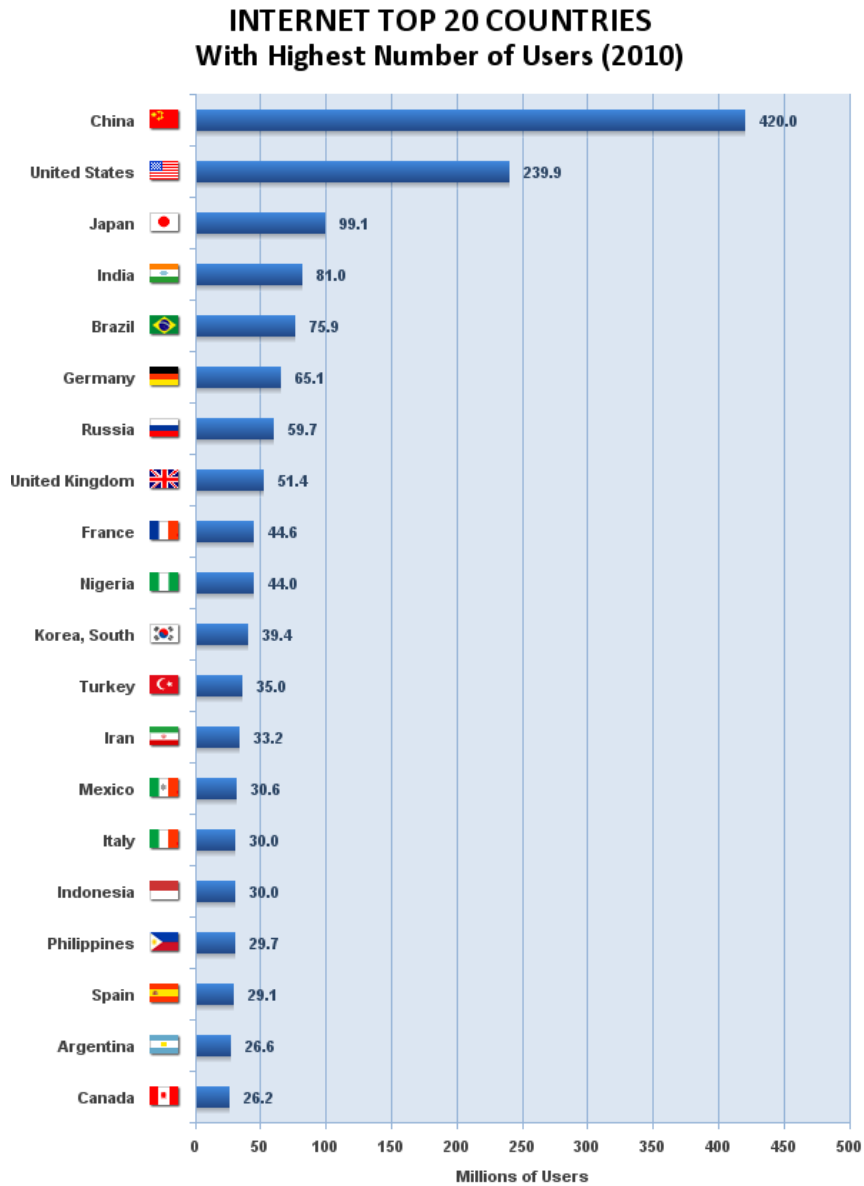


Figure 1 - Internet Users in the World by Geographic Regions 2011

Internet is used mostly in Asia. The second most commonly used geographic region is Europe. The highest number of users is in China with 420 million users. Second is USA with 240 million users. Turkey is twelfth with 35 million users.



Source: [www.internetworldstats.com/top20.htm](http://www.internetworldstats.com/top20.htm) - June 30, 2010  
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Figure 2 - Top 10 Countries with Highest Number of Users on Internet

According to Turkish Statistical Institute's (2011) household Internet usage report for 2011, Internet usage rate for males aged between 16 and 74 is 54.9%, and for females between the same age gaps, this rate is 35.3%. The research indicates that among the Internet users, 89.5% of them use Internet almost everyday or at least once a week. The highest Internet usage rate among age groups belongs to 16-24 age group. The same research also determines that among the Internet users, 18.6% of them purchased goods or services for personal use. Turkey Interbank Card Center's (BKM) statistics (2011) show that e-commerce volume in 2009 was 10.2 million TL. This volume reached 15.2 million TL in 2010 with 49% increase. This tremendous growth in e-commerce actually shows that e-commerce market is quite promising in Turkey. Related to this, many foreign investors invested in Turkish e-commerce companies.

On the other hand, online advertising spends had a significant growth during the last years. According to Zenith Optimedia report (2011), global advertising spend was 417 billion USD in 2009, and 444 billion USD in 2010. It is also indicated in the report that the share of online advertising in the global advertising volume was 13.1% in 2009, and 14.4 in 2010. This share is expected to reach 18.9% in 2013 by Zenith Optimedia and surpass newspapers' share in the global advertising pie.

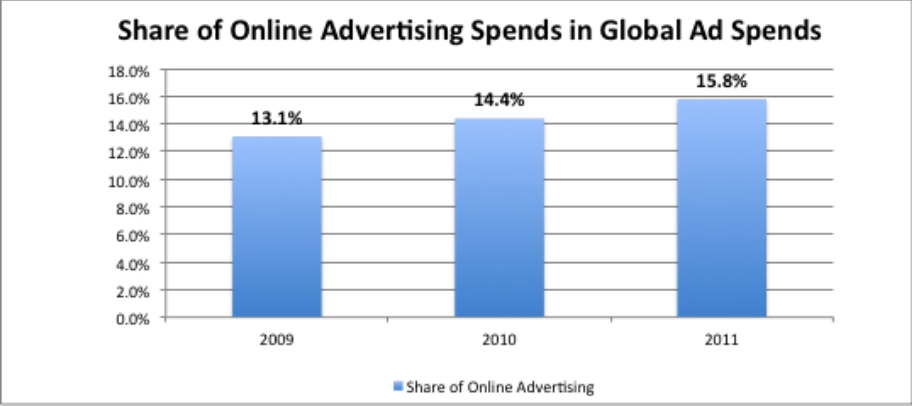


Figure 3 - Share of Online Advertising Spends in Global Ad Spends

In Turkey, the share of online advertising in overall advertising spends has also increased in recent years. According to Advertisers Association report (2011), the total advertising spends in the first half of 2011 was 2.3 billion TL in Turkey with a 24% increase from the previous year as the volume of total advertising spends in the first half of 2010 was 1.8 billion TL. Online advertising spend was 163 million TL in the first six months of 2011 with a 35% increase from the same time period in 2010.

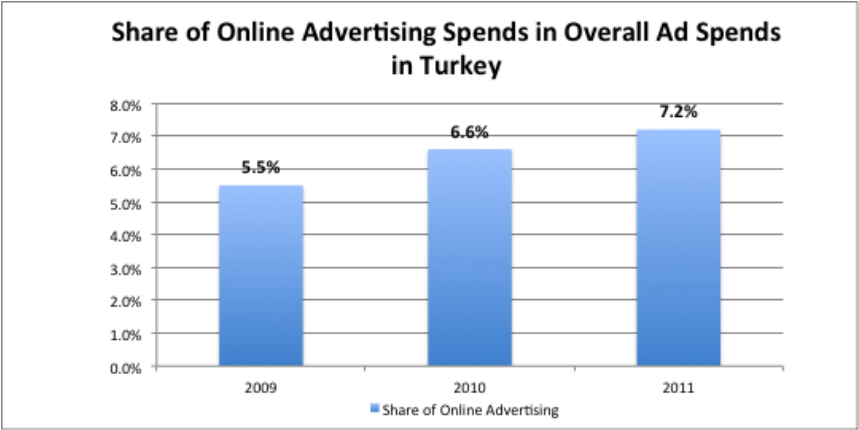


Figure 4 - Share of Online Advertising Spends in Overall Ad Spends in Turkey

The share of online advertising in overall advertising spends in Turkey was 5.5% in 2009. This share increased to 6.6% in 2010 and 7.2% in 2011 according to the same report.

### Purpose of the Study

The popularity and widely usage of Internet among people led marketers use Internet as an advertising medium. Marketers started to allocate more amounts to online advertising from their overall advertising budgets in the world and in Turkey. Therefore, next question for them was which ad type to choose for specific campaigns. According to Interactive Advertising Bureau (IAB) statistics (2010), banner ads and paid search ads are the most popular online advertising types. Related to this fact, the main objective of this study is to compare banner ads and paid search ads in terms of consumers' beliefs about, attitudes towards and purchase intentions after seeing banner ads and paid search ads to give useful insights to marketers. These dimensions were measured and analyzed to understand what consumers believe about banner ads and paid search ads; what their attitudes are towards them; and what their purchase intentions are after seeing them. Secondly, in this study these two ad types were compared to see which ad type is preferred by consumers in which dimension. Finally, it is also aimed to find if purchase intentions after seeing banner ads or paid search ads were determined by beliefs about and attitudes towards them.

## CHAPTER 2: LITERATURE REVIEW ABOUT ADVERTISING

### Definition of Advertising

Philip Kotler (2006) defined advertising as “any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor”. Advertising has a deep history that people in the Mediterranean countries did the announcements of the organizations like gladiator fights by painting the walls (Kotler, 2006).

For a long time, the first advertising model that was generated by E. St. Elmo Lewis in 1898 was used (Vakratsas & Ambler, 1999). This model was based on 4 terms; AIDA(Attention → Interest → Desire → Action). However, one hundred years later, Vakratsas & Ambler (1999) defined a framework (see Figure 1) that shows us how advertising works.

It is explained in their paper that cognition is the “thinking” dimension and the affect is “feeling” dimension (Vakratsas & Ambler, 1999). This framework provides a general overview of how advertising works. It can be seen that advertising input is the activities and their details (such as content and distribution of the media) of the advertiser’s campaign. Filter is the performance of the campaign until it reaches to the consumer. The most important part of the framework is the consumer part, as all the campaign details were designed

according to them. If the desired effect is performed on consumer, he/she experiences the product and has a reaction towards it.

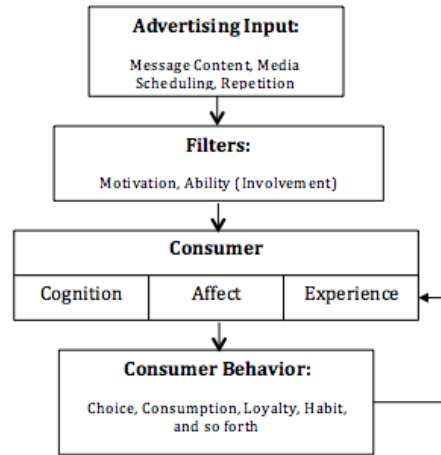


Figure 5 – A Framework Explaining How Advertising Works

That reaction is shown in the last part, named consumer behavior. The reactions that consumer have towards the product determine the feedback for the next product selection.

Each company or brand has its own strategic plan for advertising. For some of them, it has crucial role; and for some, it has a supportive function. According to this strategy advertising budgets are determined annually. Advertising budget distribution statistics can be examined in terms of various criteria. Budget distribution among the media types is essential information for this paper in order to determine the importance of online advertising against the alternatives. On the other hand, the advertising budget distribution in the sectors will give us an

overview about which sectors advertise more and which sectors are more likely to implement online advertising strategies in their advertising campaigns.

According to eMarketer statistics, TV is the most popular advertising medium in the United States. Among all advertising mediums, TV had 38.6% share of ad spending in 2010. Internet had 16.9% of the pie, newspapers had % 14.9, and radio had 10%. eMarketer estimates that Internet, as a medium, is going to have a rapid increase in the ad spending pie in the next 4 years. According to eMarketer estimation, TV will have the 39.2% of overall ad spending, Internet will have %25.6 of the pie with a 8.7% share increase.

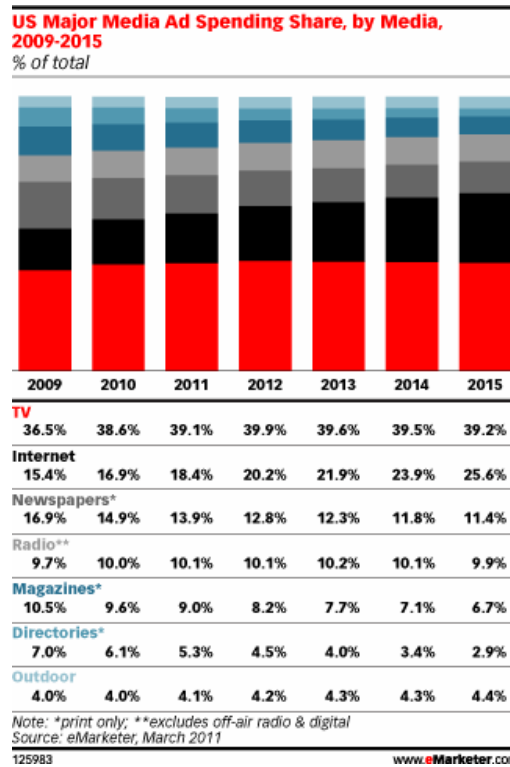


Figure 6: eMarketer Report US Major Media Ad Spending Share, by Media, 2009-2015

## Objectives of Advertising

Burnett and Moriarty (1998) defined two objectives of advertising from the advertisers' perspective. They indicated that one of the objectives of doing advertising is to motivate consumers for an immediate action. However, on the other hand, they mentioned that other objective of advertising is to create awareness to increase sales in the long run instead of an immediate purchase. Stewart and Kamins (2003) also indicated that there are two major goals in advertising. These are to build *primary* demand and *selective* demand. They pointed out that it is easy to understand the correlation between advertising and the product purchase levels of a product in the early stages of its life cycle. However, they added that advertising is not the only determinant for creating primary demand. When the product reaches its mature level, they mentioned that the increase in the demand results in two ways. One of them is to make the consumers switch the brand they have been using. Other one is to make them purchase more.

Ducoffe (1996) defined the advertising effectiveness as the *communications exchange* between advertisers and consumers. As he also mentioned that each party provides and gets benefit in the exchange, in the advertising perspective, he claimed that the advertisers' benefit is to create purchase or enable attitudes to trigger purchase. In the consumers' side, value is defined as the satisfaction of expectations. By considering Ducoffe's (1996) explanations regarding advertising

effectiveness, it can be concluded that one of the objectives of advertising is to create an effective communications exchange between sellers and buyers.

## Types of Advertising

### TV

Television is a vehicle for marketers to reach maximum number of people quickly and frequently. At first, TV was a mass audience device and segmentation was limited. Then, the number of channels divided TV users into groups such as sports audience, news audience, music audience, kids etc. This development enabled marketers to segment the market while using television as an advertising channel. Television is seen to be the most cost-effective way to advertise products or services to large, distinct audiences. It has the visual advantage among the alternatives that advertisers can create brand awareness and reinforcement in a more effective way by using TV ads (Arens, 1999).

One of the most important decisions that is made in TV ads is to choose the TV show in which the ad will appear. Study of Choong et. al. (2007) focused on advertising strategy and returns on advertising by examining the returns to management strategy to advertise in the Super Bowl, Academy Awards and two popular TV shows Cheers and Seinfeld. Each of these popular TV shows was chosen as an advertising strategy and the effectiveness of these strategies were

measured. The result of the study showed that the effectiveness of an advertising strategy is strongly correlated with the particular TV show that the firm chooses.

### Radio

Radio has different features when compared to TV or print media as traditional advertising channels. Radio is a personal device and individuals use it alone. As of today, it is also mobile. It can be with people while driving, walking, jogging etc. Individuals listen to different radio stations in their different moods. According to Radio Advertising Bureau statistics for 2011, radio reaches 93 percent of US. As a broadcasting media, radio is different from TV in some aspects. For example, mostly people cannot involve TV shows as easily as they can in radio shows. Contests are organized and people participate the radio show by phone. These mean that people are actively a part of radio broadcasting. By considering this side of radio, advertisers mostly use this type of media to reach consumers more immediately and closely (Arens, 1999).

According to eMarketer reports (2011), radio advertising had a \$14.3 billion market size in 2006, and \$15.3 billion in 2010. Market size of radio advertising is forecasted to be \$17.2 billion by eMarketer.

## Print Media

Print media has a longer history for advertisers when compared to other types of media. It has been used for more than two centuries. After the invention of TV and the widespread usage of it, people started to read less and the popularity of this medium declined. Despite this fact, print media has always had crucial importance for advertisers and consumers. Magazines and the newspapers are the most commonly used print media in the world. Magazines are more segmented print media type and attract different type of consumers with their contents. By using this advantage, advertisers have always used certain magazines to create brand awareness about their products or services among their potential customers. (Belch & Belch, 2007).



Figure 7 - DHL's creative ad inside a magazine

Although it is known that Internet had a negative effect on print media, the results of Marshall and Woonbong's study (2003) proved the point that a message on the Internet has less trustworthiness than the same message in the print media. Though according to the results, if the message belongs to a strong brand, the trustworthiness level has no difference in internet and print media.

### Outdoor Advertising

Outdoor media is the type of advertising channel that can be observed out of home. Hollensen (2004) mentioned that outdoor advertising contains posters/billboards, shop signs and transit advertising. In Outdoor Advertising Association of America (OAAA)'s web site, it is indicated that the outdoor advertising started with billboards. Only bulletins and posters, which have limited sizes, were used. However, today there are many sizes and shapes in the outdoor as advertising units. People are exposed to the messages in outdoor from the beginning of the day by leaving the house till the evening they get back to their houses.

According to OAAA's statistics, advertisers spent \$6.1 billion on outdoor advertising in 2010. However, it can be also seen that there is a significant decrease in the recent years.

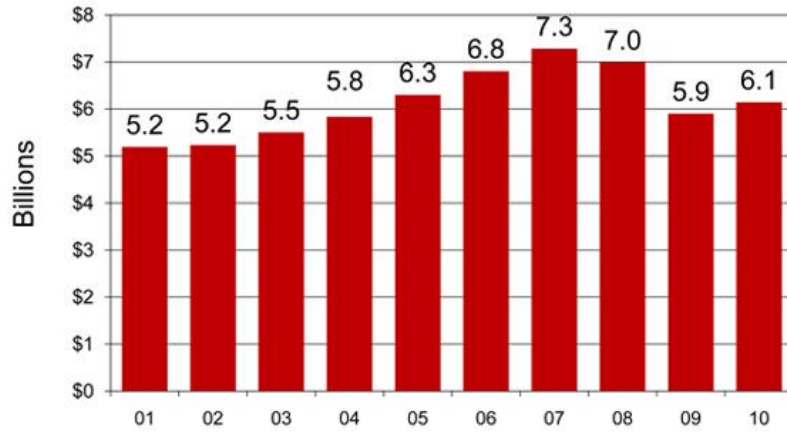


Figure 8 - Outdoor advertising expenditures from 1999 to 2010 – OAAA



Figure 9 - Danette's Outdoor Ad in a bus shelter

## CHAPTER 3: LITERATURE REVIEW ABOUT ONLINE ADVERTISING

### Definition of Online Advertising

Armstrong and Kotler (2003) defined online advertising or web advertising as advertising that is shown to the consumers while surfing on the web. Aziz et. al. (2008) defined Internet as “a communication medium, allowing companies to create awareness, provide information and influence attitudes”. In the same paper, Aziz et. al. (2008) mentioned that web is a convenient option for companies to build awareness of the organization or the products or services of the company.

Ducoffe (1996) emphasized that online advertising is also defined as electronic advertising. He added that electronic advertising, which is a synonym of online advertising, is an advertising type that is brought to the users of electronic information services. He also mentioned that online advertising would affect the advertising industry as a whole in 10 to 15 years as he was referring to recent years.

### Types of Online Advertising

Related to the rapid developments in Internet world, there are several types in online advertising. The types can be listed as banners, sponsorships, pop-ups, interstitials, push technologies, links, paid search, behavioral targeting, contextual

ads, rich media (including online commercials, video on demand, webisodes, others) and e-mail marketing (Belch & Belch, 2007).

### Banners

A banner ad is defined by American Marketing Association (AMA) as a graphical Internet advertising tool which directs users to a different website by clicking.

AMA also defines the banner ad as a commonly used description of all graphical ad formats on the Internet.



Figure 10 - Vodafone Banner at Seslisozluk.com

Banner placement is a hot topic for advertisers. The cost and the performance of the banner are taken into consideration when advertisers make a decision about the placement. Sherman and Deighton' s study (2001) showed that banners that are located in more relevant web sites have 10 times higher conversion rate (purchases per impression) than less relevant web sites. The study also pointed out that CPA (cost per action) was 9 times lower in highly relevant web sites than lowly relevant web sites.

The reasons why users click on banner ads were researched by Yoon (2003). According to the results of Yoon' s study, internet users click on banner ads for “maintaining social relationships”, “rest and pass time”, “curiosity”, “practical

reasons”, “two-way communication”, and for “interest in product”. Another result of Yoon’s study (2003) shows that images perform better than text in a banner ad. He also added that the performance of the banner ad is affected by the advert involvement of the consumers.

### Sponsorship

Armstrong and Kotler (2003) mentioned that some special events are sponsored by companies on different web sites in order to get their brands exposed. Rodgers and Thorson (as cited in Rodger, 2003) explained that, similar to event sponsorships, text ads that contain brand and the product of the sponsor are characteristically used as Internet sponsorships (2001). Rodgers (2003) indicated in her study that associative links are used to define the strength of the sponsor. It was additionally claimed that stronger associative links are more persuasive. Rodgers (2007) also mentioned in her another study that relevancy between the sponsored content and the sponsor is a key measure to evaluate the performance of the sponsorship as higher relevancy creates a better cognition.

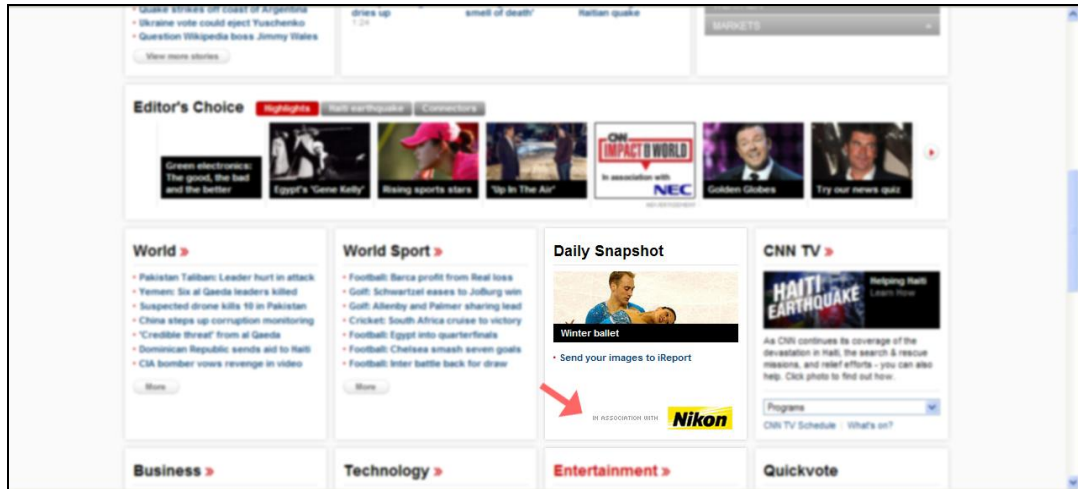


Figure 11 - Nikon's sponsorship in Daily Snapshot section at CNN.com

### Pop-ups

The advertisements that are shown on a window that appears by itself to get the attention of the users are called as pop-ups (Belch & Belch, 2007). According to Interactive Advertising Bureau's definition, pop-ups are the rich media ads that "automatically launch in a new browser window when a web page is loaded" (Edwards, Li & Lee, 2002). Edwards et. al. (2002) mentioned that not only for pop-ups but also for both banners and interstitials, when ads are thought to be useless, they are avoided. This means that users are not likely to pay attention to the ads, esp. the ones in pop-ups that interrupt the user experience on web site.

## Interstitials

Armstrong and Kotler (2003) defined interstitials as online ads that are shown to consumers before they are directed to the destination page. According to American Marketing Association, interstitial is “a page that is inserted in the normal flow of content between a user and site”. AMA definition also explains it that an interstitial ad is a disturbing ad type that is shown without user demand. Interstitial ads are animated rich media ads, which appear as a waiting screen when the user clicks on a link in a web site (Arens, 1999).

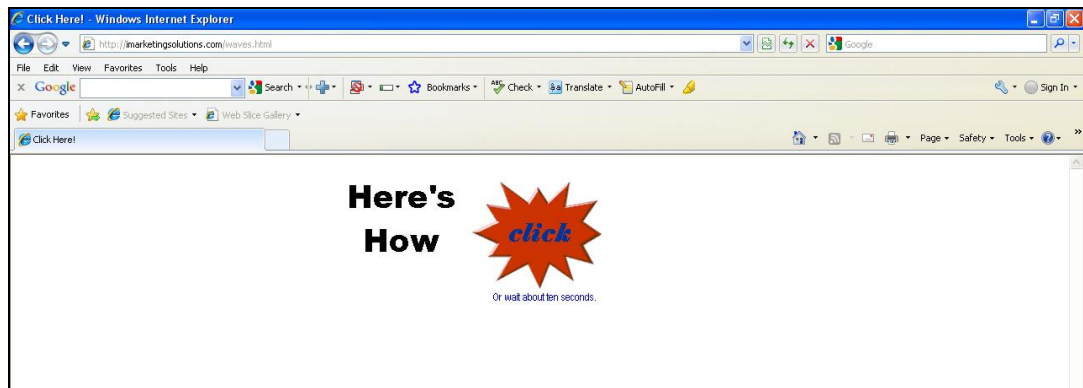


Figure 12 - An interstitial ad sample (www.imarketingsolutions.com)

## Push Technologies

Internet users prefer to choose the content they would like to see on the web. For example, a manager would like to see finance reports, economy news and trends in the stock market. He/she can choose the relevant content to be shown when he/she starts the PC. This technology is called as push technology because the user is not waited to see the ads, instead the content is taken to the user. Therefore, companies “push” a message directly to the user by using this technology (Belch & Belch, 2007). In Turkey, for example, some newspaper websites have such applications. Users can install these applications on their computers and an icon is shown on the right bottom of the screen. If there is something new, a little text, which contains the title of the news, appears above the icon and alerts the user

## Links

Link (or formally hyperlink) is defined by Interactive Advertising Bureau as “a clickable connection between two web sites”. Buttons can also be used with link function on the web to create more visual content to attract users. With the development in software technologies such as Shockwave, Java, Acrobat or Flash, the buttons can be created in many visual and full motion modes. Also audio format can be integrated in these buttons so that when the user puts the mouse icon on the

button or clicks on the button, a sound is triggered. When the user clicks on either link or button, the page directs user to the advertiser's home page (Arens, 1999).

### Paid Search Ads

Paid search is also called in literature as sponsored search, keyword advertising, pay per click or search engine advertising (Rosso, Jansen & Fleming, 2009). Paid search is a link ad in which advertisers only pay when the link is clicked on the search results page (Belch & Belch, 2007). Paid search ads also look for the attention of the customer and triggering a customer behavior, like other ads (Steffen, 2009). Lin and Hung (2009) indicated that the paid search (a.k.a. sponsored search) has rapidly become a very popular advertising type in the recent years. According to Internet Advertising Bureau statistics, search ads are the most popular ad type in online advertising. It was 47% of the total online marketing ad spend in 2009, and was 46% in 2010.

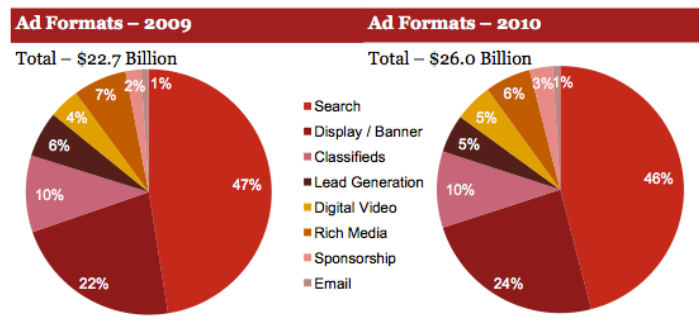


Figure 13 - IAB – Internet Advertising Revenue Report for 2010

Lin and Hung’s (2009) study on the value and attitude toward paid search showed that informativeness has no importance in sponsor links (in search results). Instead, entertainment has a crucial role in the performance of the sponsor links. They specifically point out that credibility is an important factor for users to evaluate the sponsor links. The authors suggest search engine providers and advertisers to pay enough attention to develop credibility in the consumers’ mind.

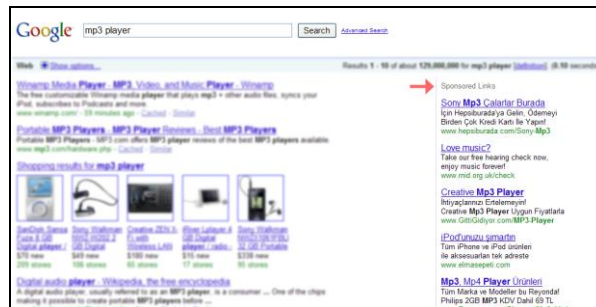


Figure 14 - Sponsored links in Google search results for the keyword “mp3 player”

### Behavioral Targeting

Alreck and Settle (2007) indicated that online marketers target consumers based on their behaviors online by using some technical methods such as cookies, IP addresses. AMA defines behavioral targeting as “the practice of targeting and serving ads to groups of people who exhibit similarities not only in their location, gender or age, but also in how they act and react in their online environment.” This type of targeting concept is based on tracking the users on a particular web site by advertisers. This enables advertisers to segment the user groups and direct more

relevant and useful ads specifically to them (Belch & Belch, 2007). There are also some concerns about privacy issue when behavioral targeting is mentioned.

According to Alreck and Settle' study (2007), the results showed that consumers are considerably aware of the tracking and targeting methods of the marketers although the opposite is indicated in the press.

### Contextual Ads

Shen and Chen (2007) explained that commercial messages are mostly displayed in media contexts, such as news, sports, and documentaries. They also mentioned in their study that contextual messages have considerably higher effects on individuals. This information can be integrated into contextual ads in online environment.

Contextual ads are the ones, which are located according to a web page's content by the advertisers. Unlike behavioral advertising that is based on tracking user behaviors, contextual ads are used by taking the content of the web page into account (Belch & Belch, 2007).

## Rich Media

Huang (2007) defined rich media as “a broad range of interactive digital media such as video, audio and animation”. He also mentioned in his paper that rich media is important for media web sites in two aspects. One of them is the potential of rich media as it creates a different way of news writing and this new type is thought to be more popular in time. The second reason is that users wish to have rich media by the time they have broadband connections. According to the results of his research, he had four main suggestions for developing rich media content;

- “- Best exploit rich media for online users
- Deliver a no-extra-burden rich media experience (media player incompatibilities)
- Conspicuously feature rich media on the home page
- Provide a consistent and user-friendly interface.”

There are several types of rich media. These types can be categorized in four groups; online commercials, video on demand, webisodes, and other forms. Online commercials, which are just like the TV commercials, are produced particularly for online media. Video on demand can be defined as video clips of different kinds of entertainment activities. Webisodes are the short films that are produced by brand to create brand awareness on the web. Other types include video games, instant

messaging, podcasts and any type of rich media, which can be used to advertise products/services or brands (Belch & Belch, 2007).

Advergimes, as a type of rich media, are commonly used in recent years. Dahl et. al. (2009) defined advergimes as video games or online electronic games in which brand messages are integrated. They explained that advergimes are used to attract consumer attention by using entertainment, as the click-through rates are low in conventional online advertisements such as banners or pop-ups. They added that the advergimes enable interactivity between the brand and the consumer. They also noted that the brand could be integrated to the game in a wide scale from being a passive image inside the game to the main content of the game to create brand awareness.

### E-mail Marketing

AMA defines e-mail marketing as “marketing via the communication format that involves sending computer-based messages over telecommunication technology.” Chittenden & Rettie (2003) pointed out that e-mail is one of the most popular communication tools in the rapidly growing communication technologies. The number of e-mail users was 2 millions in 1985 and this number reached 891 millions in the beginning of 2001 (Chittenden & Rettie, 2003). According to Radicati Group statistics, by 2009, there are 2.1 billion e-mail users in the world.

This dramatic growth in e-mail users proves the point that e-mail is a crucial media for people to communicate each other fast and more efficiently.

Chittenden & Rettie's (2003) study, which mainly focused on the factors affecting e-mail marketing campaign response, indicated that e-mail marketing is a better option for a particular campaign that concentrates on retention instead of acquisition. This is explained in the paper that two way interactivity gives the marketer opportunity to build up relation with existing customer rather than gathering a new one. The research supports the point that there is a significant correlation between response rate and subject line of the e-mail, e-mail length, incentive and number of images.

### Effectiveness of Online Advertising

Online advertising has become more and more popular in the last years by the rapid increase in the online advertising expenditures. Therefore, the measurement of online advertising in an effective way became also crucial. Bhat et. al. (2002) indicated that it is easy to collect data on the web regarding any type of online advertising and because of that, there are many metrics used for evaluating the performance of the advertising. They also mentioned that every metric has its own strengths and weaknesses. They defined the terms and metrics that are used for measuring effectiveness of online advertising in the paper.

*Page Requests / Page Views / Page Impressions:* When a user's browser requests a single page from a Web site server, a page impression happens. Page impressions are used as an efficient indicator, which shows the total number of pages served in a given period.

*Visits:* According to Google's definition (2011), visits are the number of times a web site's visitors were on the web site. Google indicates that in the tracking method of their statistics on Google Analytics, if the visitor is inactive on a web site for more than 30 minutes, any further action counts another visit.

*Unique Users / Unique Visitors:* According to IAB definition (2011), unique visitors refer to the number of people with one or more visits to a web site during a period. This metric shows the number of people who saw the advertising. There are three ways to collect this data, and that's why the metric creates confusion. These ways are unique registration, unique cookie, and unique IP. By using unique registration way, the web site enables user registration to know the demographic information of the audience. However, nowadays people tend not to be member in order not to cope with signing up process. Besides, people may forget their user name or passwords, so that they may create another account. In addition, multiple users can use the same account on the web sites such as family members or roommates. Unique cookie means that web sites store a cookie file for a user to define him/her when he/she visits the web site. However, users may turn off cookies, users may use more than one browsers, or more than one users may use the same browser. Unique IP addresses are also used to define unique visitor of the web

site. In this method, web site collects the data of the IP address (which defines a unique device) to define the unique user. The major problem of this method is that gateway or proxy machines have one IP address that serves multiple users.

*Ad requests / Ad Views / Ad Impressions:* An ad impression indicates the overall exposure of the web ad that gives information of visibility of the ad and brand recognition. However, this metric does not provide the exact information whether the user saw the ad because it does not track whether users interacted with the ad. Nevertheless, it is assumed that users see the ad when the page is viewed. It is also impossible to be sure in the traditional media whether users pay enough attention to the ads. Besides, according to IAB's definition (2004), ad impression is the metric of an ad request coming from visitor's browser, which actually filters non-human activities and the delivery of ad creative to visitors' browser.

*Clicks:* According to IAB Media Measurement Task Force (2011), a click is an "interaction with an advertisement". Therefore, a click indicates the action that is taken by a user with a click on the ad. The click is recorded by the web site. Advertisers mostly try to attract the attention of the user and give more information about the brand or product. This means number of clicks seems to be a better metric than ad impression.

*Click-Through Rate:* Click-Through rate is a metric, which gives information about whether the ad is enough attractive for the user to click. This metric is calculated by dividing the number of clicks to the number of ads requested and served to the user. Google also defined Click-Through Rate (CTR) as the

percentage of impressions that resulted in a click. (Bhat, Bevans & Sengupta, 2002).

### Measuring the Performance of Banner Ad

Shen (2002) explained a model that was identified previously by Ephron (1997) and Hoffman & Novak (2000). This model consists of three types of performance and pricing metrics for banners. First metric is about measuring the number of banner impressions and paying per impression. This metric is similar to the model for ads on TV and in other media. Second metric is about paying per interaction. This interaction is mostly clicks. Third metric is related to an action fulfilled by the user such as paying per inquiries or purchases (Shen, 2002).

Yoo (2007) mentioned explicit and implicit memory while discussing the performance of banners. In explicit memory, the attendants are asked to express what they remember about the previous event (in this case, it is the exposure of ad). After a short time displaying the ad, the attendant expresses what he/she remembers regarding the ad. By using this technique, explicit memory tests measure the free recall, cued recall, day-after recall and recognition. At this point, Yoo (2007) explained implicit memory. Implicit memory reflects the long-term effects of the ad exposure. For example, in the cases when click through rates are used to measure the performance of banner ads, Yoo (2007) claimed that users who do not click the banner might have the banner ad in their minds. Yaveroglu & Donthu (2008) had

similar deductions as Yoo (2007). According to their study, the higher frequency the banner is shown, the higher brand name recall happens. They also found out that ad variation strategy (which means they used 4 different banners for a product in the study) increases brand name recall and motivates users to click on the ads when compared the repetition strategy (which means they used 1 banner for the same product in the study) in a noncompetitive Internet context. In a competitive internet context, repetition strategy enhances higher brand name recall that varied ad strategy (Yaveroglu & Donthu, 2008). According to Chatterjee's (2008) study which was about 'enduring effects of banner ads and pop-ups', although pop-ups are more effective than banners in terms of brand recall and clickthrough rates among intrusive ad formats, they have negative effects on brand attitudes. That is why he suggested advertisers to use small pop-ups instead of bigger ones or banners. However, he also added that new browsers have option to disable pop-ups. In addition, he mentioned that large banner ads have no effect on explicit memory or brand recall, but they have more positive impacts on brand attitude when compared to small banners or pop-ups. He believes that large banners are better for long-term branding strategies.

Broussard (2000) pointed out some important factors that affect the effectiveness of banners. He listed these factors as creative messaging, audience targeting, and web site selection. Besides these, he also added that the optimal level of advertising weight and frequency is another key factor which has crucial effect on effectiveness of a particular banner. He defined the difference between

response and brand awareness. He claimed that advertisers could achieve their objectives in a direct response campaign by keeping the advertising frequency in lower levels. On the other hand, he asserted that if the advertiser's aim is to build brand awareness, the frequency level of banner ads should be kept high.

Palanisamy & Wong's (2003) study focused on the relation between online consumer characteristics and banner ad effectiveness. Their study showed that online consumer characteristics have significant role on effectiveness of banner ads. The authors also mentioned that making 'option', 'change', and 'freedom of choice' parts of banner ads increases consumer flexibility that will enable consumer to change the banner ad judgment level and will change the effectiveness of add. Palanisamy & Wong (2003) gave an example for this ad evaluation process of consumer. If the ad shows only the price information while consumer wishes to have dealer information, that ad does not provide options to consumer. However, if the ad would contain price and dealer information, consumer would get what he/she wants from the ad (Palanisamy & Wong, 2003). Palanisamy (2005) conducted another research, which seeks the role of gender in the relationship between online consumer characteristics and effectiveness of banner ads. He found out that gender has a role in three points. These three points are 'banner ad judgment and attitude towards banner ad', 'focus and planning approach and attitude towards banner ad', and 'consumer expectations and banner ad effectiveness'. According to his research, gender has no impact on other points of this relationship.

## Measuring the Performance of Paid Search Ads

Search engines recently became to be an obligation for Internet users while surfing online (Chen, 2008). Users need a guide to apply when they are lost in the endless Internet world and search engines are designed for that particular need. Therefore, advertisers see the search engines as the new and hot media to advertise their products or services (Özlük & Cholette, 2007).

Rosso et. al. (2009) explained that many terms are used for paid search ads like sponsored search, keyword advertising, pay-per-click or search engine advertising. In the search engine advertising environment there are three stakeholders. These are provider, search engine and searcher. Jansen & Mullen (2008, p. 116) defined these stakeholders as:

*Provider:* A person or an organization that wish to increase the number of visitors to a web site. This person or organization is mostly called as advertiser but provider is a broad definition, which includes not only the advertising purpose, but also providing a relevant content for a searcher.

*Search engine:* A web site that outputs organic and sponsored results for a search query of a searcher.

*Searcher:* An agent that clicks on the sponsored ads on a search engine.

According to comScore (April, 2010), Google is the leader of search engine market with 64.4% share in the world. Yahoo follows Google with 17.7% and Microsoft is the third player in this market with %11.8 share. Google is also the

most popular search engine in Turkey according to another comScore report (2009). 93% of Turkish Internet users use Google sites. As a result of these, Google is chosen as the reference search engine for this research.

Google has two options for the providers to advertise. These are keyword search advertisement and site-targeted advertisement. Chen (2008) defines keyword search ads as the ads that are shown on the right side of the search results at Google. He also defines site-targeted ads as the ads that are shown on the web sites in the Google network and advertisers can choose on which web sites their ads will be displayed. Keyword search ads are always text-based. However, site-targeted ads support many types including text, image and video. Besides, keyword search ads are one of the main concentrations of this research.

Blankenbaker & Mishra (2008) mentioned five basic performance metrics for adWords ads (which is the name of Google's keyword advertisement system). These performance metrics are click-through rate (CTR), the cost per click (CPC), the conversion rate (CR) and the average revenue value. The number of impressions means how many times a particular ad is displayed. CTR is the ratio of clicks over the number of impressions. CPC is the cost of every click of an ad. Conversion Rate is a performance metric, which is used by the advertiser. CR is measured with the sales coming from ad clicks (Blankenbaker & Mishra, 2008). In addition to Blankenbaker & Mishra's (2008) performance metrics, Chen (2008) also mentioned some payment mechanisms like cost-per-thousand-impression (CPM) and cost-per-action (CPA). CPM is the cost of one thousand impressions of

a particular ad. CPM is an option used for the site-targeted ads. Hu defines CPA as the payment that provider makes for each purchase happened.

## CHAPTER 4: RESEARCH METHODOLOGY

After reviewing the previously written studies about effectiveness of banners and paid search ads, it is decided that conducting a survey will provide a better understanding of consumers' point of view about these two types of online advertising. Research questions and hypothesis were determined in the first phase. Afterwards, based on the scales in the literature, the survey was generated. The survey covered 7 main subjects, and these are general overview of Internet usage, online purchasing habits, general knowledge of online advertising types (banners and paid search ads), beliefs, attitudes and purchase intentions after seeing banners and paid search ads in a specific product context and demographic information. The product was chosen as MP3 player as it is an electronic device and is sold with an available and affordable price on the Internet.

### Sampling Method and Sample Size

Within the context of this thesis, convenience sampling was used to reach participants. Churchill & Iacobucci (2010) explained that convenience sampling is a nonprobability sampling type, which includes personal judgment in the selection process. Wrenn et. al. (2007) defined convenience sampling as the sampling technique which is the least expensive and least time consuming one. The samples are chosen quickly and easily in this technique (Wrenn et. al., 2007). The survey

was published online on Surveyey.com. The link of the survey was shared on social media. The survey was also advertised on Facebook. Gift vouchers, which were worth 25 TL from D&R, were given to randomly chosen two participants in order to motivate participation. Names of the randomly chosen winners are Murat Tufan and Burcu Uğur. They were contacted via e-mail. 908 people participated the survey and 863 of them answered all the questions. The answers of 45 participants were not taken into account due to lack of participation level to the survey. The data was analyzed by using SPSS 19.0.

### Research Questions

There are some studies in the literature based on Turkish consumers regarding online advertising. Calisir (2003) investigated in his study how young consumers see Internet as an advertising platform when compared to other advertising platforms. He conducted his survey among student at Istanbul Technical University. Nasir et. al.'s study (2011) mainly focused on beliefs about and attitudes toward online advertising from Turkish consumers' perspective. One of their purposes was to find out what the beliefs about online advertising were among Turkish consumers. Besides, they also aimed to understand if there is a relationship between beliefs about online advertising and attitudes towards online advertising among Turkish consumers. In addition, their research included if there were any difference between participants who frequently click online ads and who never click in terms

of their attitudes towards online advertising. The last question they aimed to find an answer was what the relationship between consumers' attitudes towards online advertising and consumers' behavioral responses to online advertising was. Nasir et. al.'s study (2011) was a useful guide for this study for a further research to have a better understanding of Turkish consumers' beliefs about, attitudes towards and purchase intentions after seeing banner ads and paid search ads.

The research questions for this study are as follows:

*Research Question 1:* What are Turkish consumers' attitudes towards online advertising in general?

In Table 1, the statements used in survey, mean and standard deviation values can be seen. The results show us that the highest mean value is the statement that indicates online ads are mostly misleading. The lowest mean value is the one about paying attention with the highest standard deviation value. This means participants have relatively wider value range of attitudes towards online ads in terms of paying attention to them.

The scale is generated and modified from Ducoffe's study (1996). 5 point Likert-type format (Strongly Agree / Strongly Disagree) was used in this question to understand attitudes towards online advertising in general.

Table 1. Mean Values of Items to Measure Attitudes Towards Online Advertising

	N	Mean	Std. Dev.
In general, I like online ads.	863	3.09	1.17
Most of the online ads are irritating.	863	3.16	1.26
In general, I do not pay attention to online ads.	863	2.87	1.27
Most of the online ads claim untrue assertions.	863	3.14	1.21
Most of online ads aims to deceive the customers instead of informing them	863	3.18	1.22
In general online ads give useful information.	863	2.93	1.09

*Research Question 2:* What are Turkish consumers' beliefs about a) banner ads b) paid search ads?

The scale that was used by Mittal (1994) in his study about TV advertising was modified and used in this study. Wolin & Korgaonkar (2003) also used the same scale in their study about comparison of gender differences in beliefs, attitudes and behavioral responses after seeing online advertising. 5 point Likert-type format was used. In Table 2, it is seen that consumers have more positive beliefs about banner ads when compared to paid search ads in terms of them being intriguing, nice by design, attention grabbing, creative, interesting and entertaining and memorable. On the other hand, consumers have more positive beliefs about paid search ads when compared to banner ads in terms of them being useful, essential, timesaving, informative and trustworthy.

Table 2. Mean Values of Items to Measure Beliefs of Consumers about Banner Ads and Paid Search Ads.

	Banner Ads			Paid Search Ads		
	N	Mean	Std Dev.	N	Mean	Std. Dev
I find banner ads / paid search ads useful	863	3.24	1.21	863	3.31	1.29
I find banner ads / paid search ads essential	863	3.43	1.21	863	3.47	1.24
I find banner ads / paid search ads timesaving	863	3.14	1.28	863	3.32	1.29
I find banner ads / paid search ads intriguing	863	3.60	1.20	863	3.35	1.27
I find banner ads / paid search ads nice by design	863	2.95	1.36	863	2.85	1.31
I find banner ads / paid search ads attention grabbing	863	3.68	1.19	863	3.24	1.33
I find banner ads / paid search ads informative	863	2.97	1.21	863	3.17	1.30
I find banner ads / paid search ads creative	863	2.95	1.28	863	2.84	1.30
I find banner ads / paid search ads interesting	863	3.50	1.21	863	3.16	1.33
I find banner ads / paid search ads entertaining	863	2.69	1.26	863	2.57	1.28
I find banner ads / paid search ads memorable	863	3.15	1.35	863	3.01	1.35
I find banner ads / paid search ads trustworthy	863	2.34	1.17	863	2.64	1.26

*Research Question 3:* What are Turkish consumers' attitudes towards banner ads / paid search ads?

The scale which was used by Schlosser et. Al (1999) and Mittal (1994) was modified and used in this study. 5 point Likert-type format was used to get responses from the participants in the survey. In Table 3, it is seen that consumers pay more attention to banner ads than paid search ads. They also think that banner ads when compared to ads in traditional media decrease the cost of the advertised product more when compared to paid search ads. On the other hand, it is also seen in Table 3 that consumers like paid search ads more than banner ads. They also think that paid search ads are more important than banner ads. Besides, they think

they paid search ads help them buy the best brand for the best price more than banner ads. Finally, consumers can pay more than the average market price for the products advertised in paid search ads than banner ads.

Table 3. Mean Values of Items to Measure Attitudes of Consumers Towards Banner Ads and Paid Search Ads

	Banner Ads			Paid Search Ads		
	N	Mean	Std Dev.	N	Mean	St Dev.
In general, I like banner ads / paid search ads.	863	2.83	1.29	863	2.95	1.34
In general, I think banner ads / paid search ads are important.	863	2.81	1.27	863	3.03	1.29
When I see a banner ads / paid search ads I pay attention.	863	3.12	1.32	863	3.02	1.32
I think banner ads / paid search ads help me buy the best brand for the best price.	863	2.82	1.34	863	2.90	1.31
I can pay more than average market price for the products advertised in banner ads / paid search ads	863	2.25	1.24	863	2.48	1.29
In general, banner ads / paid search ads when compared to other ads (TV, print etc.) decrease the cost of the advertised product.	863	3.10	1.26	863	3.04	1.31

*Research Question 4:* What are Turkish consumers' purchase intentions after seeing

a) banner ads b) paid search ads?

Chen & Barnes' (2007) scale was modified in this study and statements expressing the effect of banner ads or paid search ads on consumers' purchase intention were asked. 5 point Likert-format (strongly agree / disagree) was used to get the participants' responses. Evaluating the mean values of items in Table 4, it is seen that information given in the banner ads is more useful to make purchase decision than paid search ads from consumers' perspective. Consumers think banner ads and paid search ads are both time saving to make purchase decision

about the product. However, they think that banner ads provide more enough information about the design of the product before purchasing when compared to paid search ads. They also think that banner ads can create more curiosity and purchase intention about the product than paid search ads.

Table 4. Mean Values of Items to Measure Purchase Intentions After Seeing Banner Ads and Paid Search Ads

	Banner Ads			Paid Search Ads		
	N	Mean	Std Dev.	N	Mean	St Dev.
Information given in the banner ads / paid search ads is useful to make purchase decision.	863	3.32	1.26	863	3.25	1.30
I think banner ads / paid search ads are time saving to make purchase decision about the product.	863	3.18	1.27	863	3.18	1.30
I think banner ads / paid search ads provide enough information about the design of the product before purchasing.	863	3.14	1.28	863	2.96	1.35
I think banner ads / paid search ads can create curiosity and purchase intention about the product.	863	3.21	1.32	863	2.99	1.37

*Research Question 5:* Does the demographic profile of Turkish consumers (age/gender/education/income level) have an impact on a) beliefs about b) attitude towards c) purchase intentions after seeing i) banner ads and ii) paid search ads?

Demographic information of the participants was asked in 4 questions regarding their gender, age, education level and income level.

Hypothesis related with demographic information and beliefs/attitudes/purchase intentions after seeing banner ads and paid search ads were analyzed to understand the impact of consumers' demographics.

It is seen in Table 5 that males and females have more positive beliefs about and purchase intentions after seeing banner ads than paid search ads. However, males and females have more positive attitudes towards banner ads than paid search ads. According to the mean values in the table, it can be also concluded that aged consumers have more positive beliefs about, attitudes towards and purchase intentions after seeing banner ads when compared to young consumers. Besides, consumers belonging to lower income levels have more positive beliefs about, attitudes towards and purchase intentions after seeing banner ads and paid search ads when compared to consumers belonging to higher income levels. In addition, mean values show that consumers belonging to lower education levels have more positive beliefs about, attitudes towards and purchase intentions after seeing banner ads and paid search ads when compared to consumers belonging to higher education levels.

Table 5. Mean Values of Demographic Information in Terms of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Banner Ads and Paid Search Ads

		Banner Ads			Paid Search Ads		
		N	Mean	Std Dev.	N	Mean	St Dev.
Beliefs	Male	419	3.17	0.98	419	3.07	1.06
	Female	435	3.11	0.94	435	3.08	1.03
Attitudes	Male	419	2.91	1.03	419	2.99	1.06
	Female	435	2.74	0.97	435	2.82	1.09
Purchase Intentions	Male	419	3.23	1.11	419	3.12	1.14
	Female	435	3.20	1.07	435	3.08	1.18
Beliefs	Teenage	310	3.12	0.96	310	2.96	1.05
	Young Adults	336	3.08	0.92	336	3.08	1.04
	Adults	165	3.18	0.98	165	3.19	1.04
	Mature Adults	48	3.46	1.09	48	3.41	1.05
Attitudes	Teenage	310	2.79	1.02	310	2.82	1.07
	Young Adults	336	2.78	0.99	336	2.84	1.11
	Adults	165	2.85	0.96	165	3.02	0.96
	Mature Adults	48	3.15	1.05	48	3.35	1.09
Purchase Intentions	Teenage	310	3.26	1.11	310	3.07	1.16
	Young Adults	336	3.12	1.06	336	3.01	1.15
	Adults	165	3.21	1.10	165	3.16	1.15
	Mature Adults	48	3.51	1.03	48	3.54	1.17
Beliefs	Low Income	495	3.16	0.93	495	3.09	1.00
	Mid Income	244	3.12	1.00	244	3.10	1.11
	High Income	44	2.95	1.05	44	2.84	1.18
Attitudes	Low Income	495	2.87	1.00	495	2.93	1.07
	Mid Income	244	2.81	0.97	244	2.92	1.08
	High Income	44	2.68	1.15	44	2.80	1.14
Purchase Intentions	Low Income	495	3.28	1.06	495	3.14	1.10
	Mid Income	244	3.12	1.12	244	2.06	1.26
	High Income	44	2.96	1.21	44	2.81	1.16
Beliefs	Primary Education	135	3.20	1.02	135	3.08	1.07
	High School	264	3.23	0.95	264	3.13	1.07
	University Student	241	3.04	0.89	241	3.02	1.03
	University Graduate and Above	215	3.08	1.00	215	3.07	1.04
Attitudes	Primary Education	135	2.84	1.04	135	2.98	1.10
	High School	264	2.93	1.02	264	2.95	1.09
	University Student	241	2.75	0.96	241	2.81	1.08
	University Graduate and Above	215	2.72	0.99	215	2.90	1.03
Purchase Intentions	Primary Education	135	3.36	1.14	135	3.29	1.14
	High School	264	3.33	1.07	264	3.19	1.15
	University Student	241	3.10	1.06	241	2.97	1.14
	University Graduate and Above	215	3.09	1.10	215	3.00	1.19

## Hypothesis

*Hypothesis 1:* There is a significant difference between online purchasers and non-online purchasers in terms of their attitudes towards online advertising. Consumers who are online purchasers are more likely to have positive attitude towards online advertising.

*Hypothesis 2:* There is a significant difference between consumers who have more Internet usage experience and consumers who have less Internet usage experience in terms of their beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers who have more Internet usage experience are more likely to have positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

*Hypothesis 3:* There is a significant difference between consumers who have more Internet usage experience and consumers who have less Internet usage experience in terms of their beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers who have more Internet usage experience are more likely to have positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

*Hypothesis 4:* There is a significant difference between consumers who previously clicked banner ads and who have never clicked banner ads in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers previously clicked banner ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

*Hypothesis 5:* There is a significant difference between consumers who previously purchased the advertised product through banner ads and who have never purchased the advertised product through banner ads in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers previously purchased the advertised product through banner ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

*Hypothesis 6:* There is a significant difference between consumers who previously clicked paid search ads and who have never clicked paid search ads in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers previously clicked paid search ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

*Hypothesis 7:* There is a significant difference between consumers who previously purchased the advertised product through paid search ads and who have never purchased the advertised product through paid search ads in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers previously purchased the advertised product through paid search ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

*Hypothesis 8:* There is a significant difference between male and female consumers in terms of purchase intentions after seeing banner ads and paid search ads. Male

consumers have more positive purchase intentions after seeing banner ads and paid search ads.

*Hypothesis 9:* There is a significant difference between young consumers and aged consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Aged consumers have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads. *Hypothesis 10:* There is a significant difference between young consumers and aged consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Aged consumers have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

*Hypothesis 11:* There is a significant difference between consumers belonging to low-income level and consumers belonging to high-income level in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers belonging to a low-income level are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

*Hypothesis 12:* There is a significant difference between consumers belonging to low-income level and consumers belonging to high-income level in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers belonging to a low-income level are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

*Hypothesis 13:* There is a significant difference between high-level educated consumers and low-level educated consumers in terms of beliefs about, attitudes

towards, purchase intentions after seeing banner ads. Consumers who are less educated are more likely to have positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

*Hypothesis 14:* There is a significant difference between high-level educated consumers and low-level educated consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers who are less educated are more likely to have positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

*Hypothesis 15:* Consumers have more positive beliefs about banner ads when compared to paid search ads.

*Hypothesis 16:* Consumers have more positive attitudes towards banner ads when compared to paid search ads.

*Hypothesis 17:* Consumers have more positive purchase intentions after seeing paid search ads when compared to banner ads.

*Hypothesis 18:* Consumers' beliefs about banner ads are highly related with their attitudes towards online advertising in general.

*Hypothesis 19:* Consumers' attitudes towards banner ads are highly related with their attitudes towards online advertising in general.

*Hypothesis 20:* Consumers' beliefs about paid search ads are highly related with their attitudes towards online advertising in general.

*Hypothesis 21:* Consumers' attitudes towards paid search ads are highly related with their attitudes towards online advertising in general.

*Hypothesis 22:* The purchase intentions after seeing banner ads are determined by consumers' a) beliefs about banner ads and b) attitudes towards banner ads.

*Hypothesis 23:* The purchase intentions after seeing paid search ads are determined by consumers' a) beliefs about paid search ads and b) attitudes towards paid search ads.

## CHAPTER 5: ANALYSIS & RESULTS

### Demographic Profile

Participants were asked 4 demographic questions, which were about gender, age, and education level, and personal income level.

#### Gender

Among the participants, 854 of them answered the question related to their gender. 435 of respondents were female and 419 of them were male.

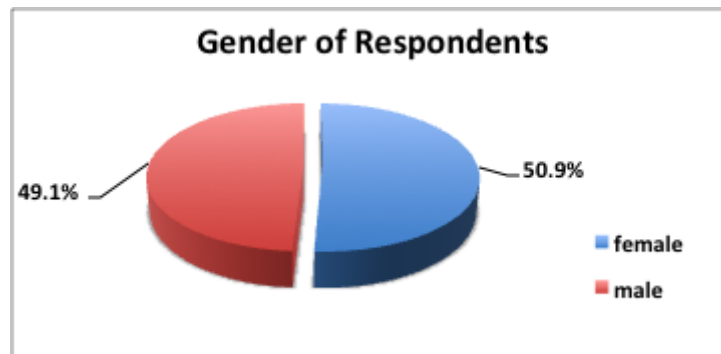


Figure 15: Gender of Respondents

## Age

Among the participants, 859 people responded the question about their age. 36.1% of them were under 18, 39.1% of them were between 19-25, 19.2% of them were between 26-35, 4.2% of them were between 36-45, 0.8% of them were between 46-55, 0.5% of them were between 56-65 and 0.1% of them were above 66. Age ranges were divided into four different groups with the adjustment of missing values in terms of teenage (below 18), young adults (between 19-25), adults (between 26-35) and mature adults (above 36).

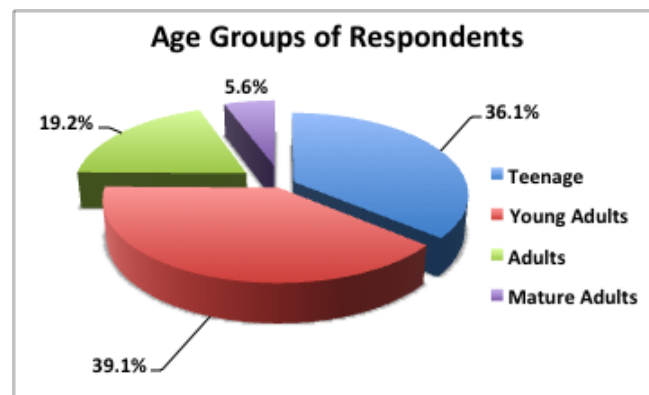


Figure 16: Age Groups of Respondents

## Education Level

Among participants, 855 of them answered the question about their education level. 15.8% of them had primary education. 30.9% of them were high school graduates, 28.2% of them were university students, 20.1% of them were university graduates,

2.8% of them were master student, 1.6% of them were master graduate, 0.2% of them were Phd student and 0.4% of them were Phd graduate. Education levels were divided into 4 different groups with the adjustment of missing values in terms of primary education, high school graduate, university student and university graduate and above.

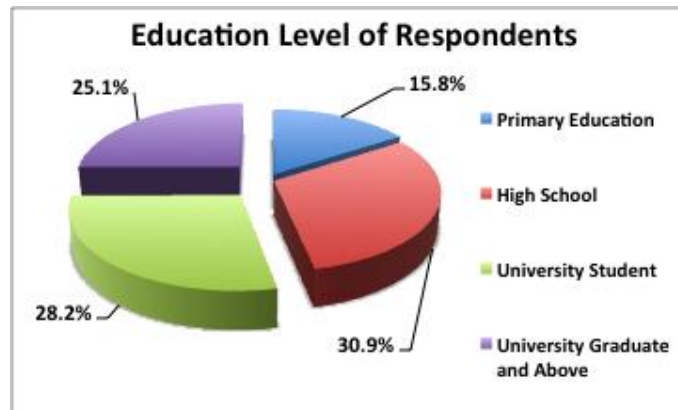


Figure 17: Education Level of Respondents

### Personal Income Level

There was the lowest participation among participants in the question of monthly personal income level without any surprise. Among 863 participants, 783 of them responded this question. 63.2% of them had income level under 1.000 TL, 22.5% of them had between 1001 – 2000 TL, 8.7% of them had between 2001 – 3500 TL, 3.2% of them had between 3501 – 5500 TL, 1.1% of them had between 5.501 – 8.000 TL, 0.6% of them had between 8.001 – 10.000 TL and 0.6% of them had

between 10.001 – 15.001 TL. None of the respondents had monthly income more than 15.001 TL. The income levels of participants were divided into low income (under 1.000 TL), mid income (between 1001 – 3500 TL) and high income (more than 3.501 TL). It is seen that most of the participants had low income level monthly.

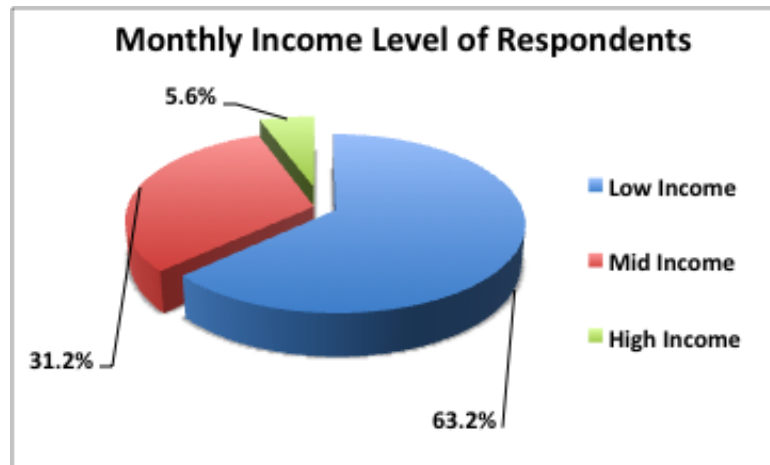


Figure 18: Monthly Income Level of Respondents

### Internet Usage Experience

In the first question, the Internet usage experience of the participants was asked. The question was “How long have you been using Internet”. The options were Less than 1 year, 1-2 years, 3-5 years, 6-8 years, 9-11 years and more than 12 years. Due to the volume of users in different Internet usage experience, the level of experience was divided into 3 groups; Less than 5 years, 6-8 years and more than 9 years.

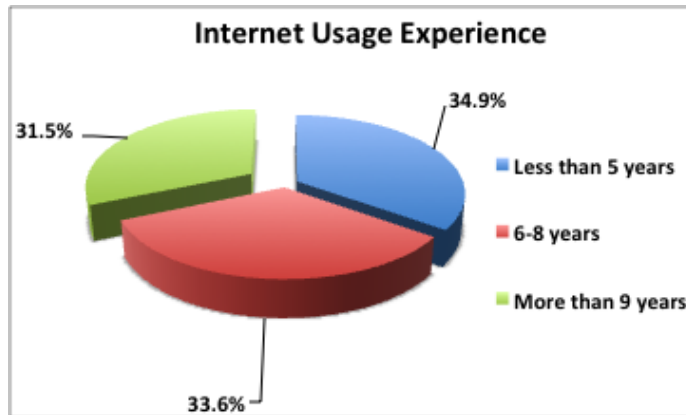


Figure 19: Internet Usage Experience

#### Prior Online Purchase Experience

Participants were asked if they had a prior online purchase experience. The question was “Have you ever purchased online?” The results show that most of the participants had online purchase experience before.

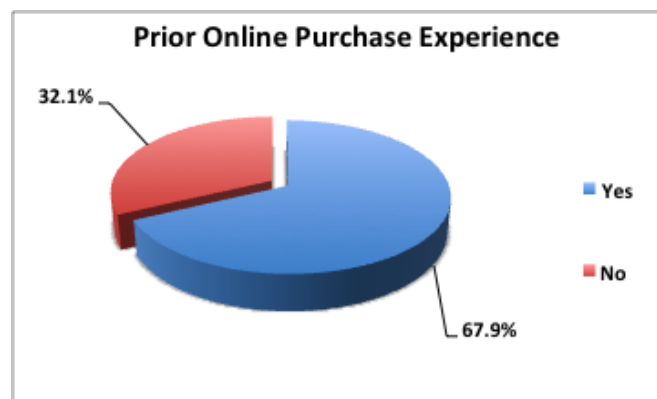


Figure 20: Prior Online Purchase Experience

### Price Range For Online Purchase

The price range of the products was asked to the participants if they purchased online before. The question was “If your answer was Yes to the previous question, generally in which price level of products do you purchase online?”. The options were Below 50 TL, 51 – 250 TL, 251 – 500 TL, 501 – 750 TL and Above 750 TL. Due to the distribution of data, 501-750 TL and Above 750 TL were combined as Above 501 TL.

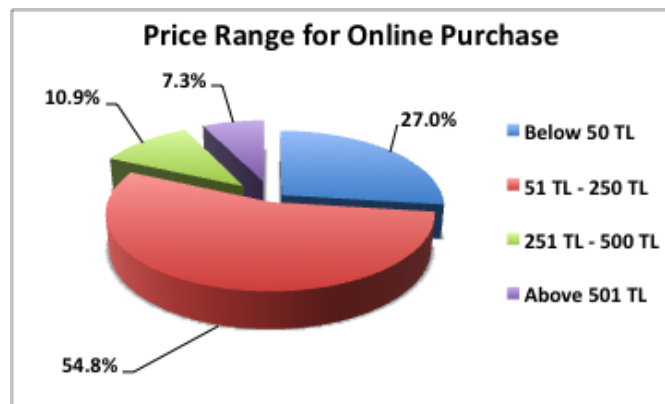


Figure 21: Price Range for Online Purchase

### Awareness of Banner Ads and Paid Search Ads

In order to measure the awareness of banner ads and paid search ads among consumers, two types of questions were asked. First question type was to

understand if the consumers know what banner ads and paid search ads are. The questions had three answers. One of them was the right definition, other two were wrong. It is seen in the results that half of the consumers does not know what definitions of banner ads and paid search ads.

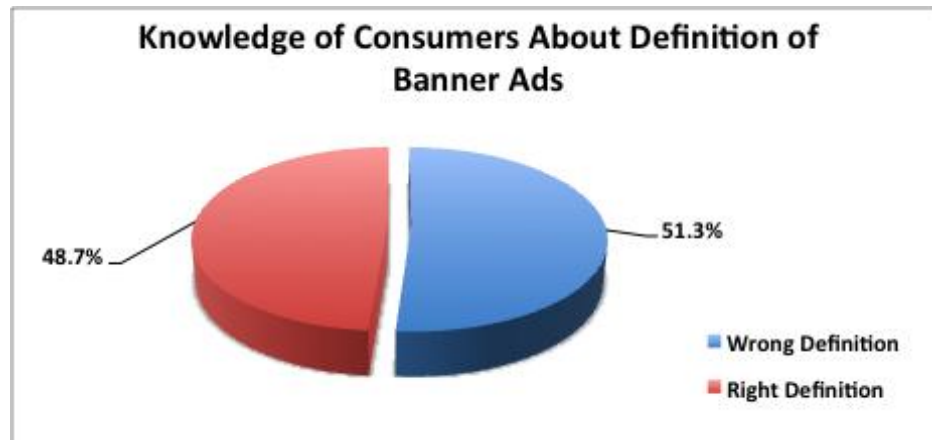


Figure 22: Knowledge of Consumers About Definition of Banner Ads

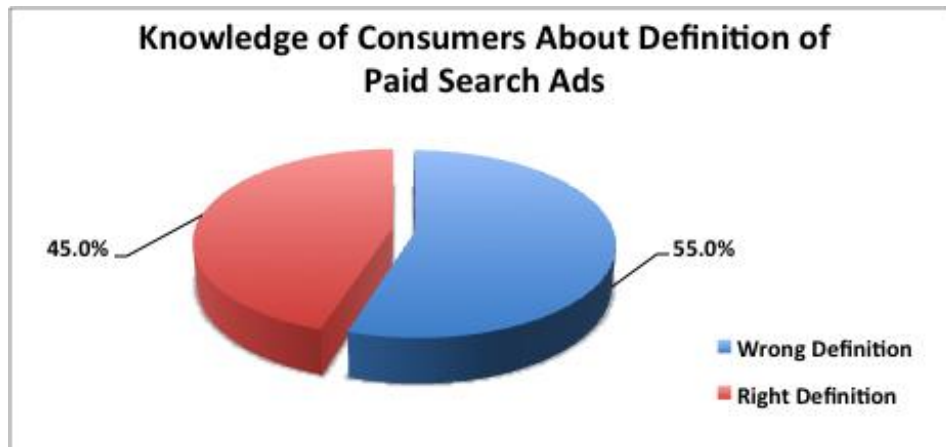


Figure 23: Knowledge of Consumers About Definition of Paid Search Ads

The other question was “Have you ever seen a banner ad / paid search ad before?”

94.1% of the participants have seen banner ads before, whereas 95.9% of the participants have seen paid search ads before.

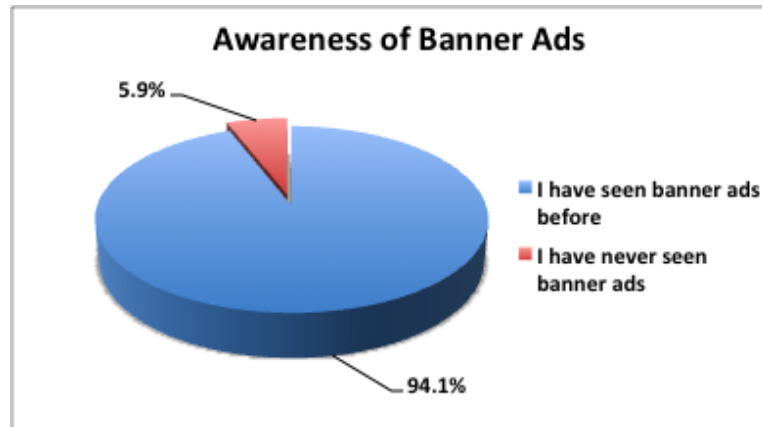


Figure 24: Awareness of Banner Ads



Figure 25: Awareness of Paid Search Ads

## Descriptive Analysis

H<sub>1</sub> There is a significant difference between online purchasers and non-online purchasers in terms of their attitudes towards online advertising. Consumers who are online purchasers are more likely to have positive attitude towards online advertising.

Table 6. ANOVA Analysis of General Attitudes Towards Online Advertising with the Comparison of Online Purchasers and Non-online Purchasers.

		N	Mean	F	Sig.
General Attitudes Towards Online Advertising	I've never purchased online.	263	3.03	.895	.344
	I've previously purchased online.	564	3.17		
	Total	827	3.12		

According to the results of one way ANOVA analysis, there is no significant difference for general attitudes towards online advertising among consumers having and not having prior online purchase experience. However, when we consider the mean values, it can be seen that online purchasers have slightly higher levels of mean value in their attitudes towards online advertising.

H<sub>2</sub> There is a significant difference between consumers who have more Internet usage experience and consumers who have less Internet usage experience in terms of their beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers who have more Internet usage experience are more likely to have

positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

According to the results of one way ANOVA analysis in Table 7, there is no significant difference for beliefs about banner ads, attitudes towards banner ads and purchase intentions after seeing banner ads among consumers belonging to different Internet usage experience levels. However, it is seen that consumers having more experience on the Internet have slightly more positive mean values regarding beliefs about banner ads. On the other hand, consumers having less than 8 years of Internet experience have higher mean values regarding purchase intentions after seeing banner ads.

Table 7. ANOVA Analysis of Beliefs About, Attitudes Towards and Purchase Intentions After Seeing Banner Ads In Terms of Internet Usage Experience

		N	Mean	F	Sig.
Beliefs About Banner Ads	I have been using Internet less than 5 years	301	3.11	.297	.743
	I have been using Internet for 6-8 years	290	3.13		
	I have been using Internet for more than 9 years	272	3.17		
	Total	863	3.14		
Attitudes Towards Banner Ads	I have been using Internet less than 5 years	301	2.83	.138	.871
	I have been using Internet for 6-8 years	290	2.84		
	I have been using Internet for more than 9 years	272	2.80		
	Total	863	2.82		
Purchase intentions after seeing Banner Ads	I have been using Internet less than 5 years	301	3.23	.191	.826
	I have been using Internet for 6-8 years	290	3.23		
	I have been using Internet for more than 9 years	272	3.18		
	Total	863	3.21		

H<sub>3</sub> There is a significant difference between consumers who have more Internet usage experience and consumers who have less Internet usage experience in terms of their beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers who have more Internet usage experience are more likely to have positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

According to the results of one way ANOVA analysis in Table 8, there is no significant difference for belief about paid search ads, attitudes towards paid search ads and purchase intentions after seeing paid search ads among consumers belonging to different Internet usage experience levels. However, the consumers having more than 6 years of Internet experience have slightly more positive mean value regarding the beliefs about paid search ads.

Table 8. ANOVA Analysis of Beliefs About, Attitudes Towards and Purchase Intentions After Seeing Paid Search Ads In Terms of Internet Usage Experience

		N	Mean	F	Sig.
Beliefs About Paid Search Ads	I have been using Internet for less than 5 years.	301	2.99	1.495	.225
	I have been using Internet for 6-8 years.	290	3.13		
	I have been using Internet for more than 9 years.	272	3.12		
	Total	863	3.08		
Attitudes Towards Paid Search Ads	I have been using Internet for less than 5 years.	301	2.87	.419	.658
	I have been using Internet for 6-8 years.	290	2.89		
	I have been using Internet for more than 9 years.	272	2.95		
	Total	863	2.90		
Purchase intentions after seeing Paid Search Ads	I have been using Internet for less than 5 years.	301	3.08	.203	.816
	I have been using Internet for 6-8 years.	290	3.13		
	I have been using Internet for more than 9 years.	272	3.08		
	Total	863	3.10		

H<sub>4</sub> There is a significant difference between consumers who previously clicked banner ads and who have never clicked banner ads in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers previously clicked banner ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

According to the results of one way ANOVA analysis in Table 9, there is significant difference for beliefs about banner ads, attitudes towards banner ads and purchase intentions after seeing banner ads among consumers who have clicked a banner ad previously. According to the results of descriptive analysis, it is seen that consumers who clicked banner ads previously have significantly more positive beliefs, attitudes and purchase intentions after seeing banner ads when compared to the ones who have not clicked banner ads previously.

Table 9. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Banner Ads In Terms of Previously Banner Clicking Experience

		N	Mean	F	Sig.
Beliefs About Banner Ads	I have never clicked banner ads	329	2.82	61.119	.000
	I have previously clicked banner ads	534	3.33		
	Total	863	3.14		
Attitudes Towards Banner Ads	I have never clicked banner ads	329	2.55	40.185	.000
	I have previously clicked banner ads	534	2.99		
	Total	863	2.82		
Purchase intentions after seeing Banner Ads	I have never clicked banner ads	329	2.90	46.555	.000
	I have previously clicked banner ads	534	3.41		
	Total	863	3.21		

H<sub>5</sub> There is a significant difference between consumers who previously purchased the advertised product through banner ads and who have never purchased the advertised product through banner ads in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers previously purchased the advertised product through banner ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

Table 10. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Banner Ads In Terms of Previous Online Purchase Experience Through Banner Ads

		N	Mean	F	Sig.
Beliefs About Banner Ads	I have never purchased the advertised product after clicking the banner ad.	517	3.22	38.682	.000
	I have previously purchased the advertised product after clicking the banner ad.	74	3.78		
	Total	591	3.14		
Attitudes Towards Banner Ads	I have never purchased the advertised product after clicking the banner ad.	517	2.87	32.722	.000
	I have previously purchased the advertised product after clicking the banner ad.	74	3.54		
	Total	591	2.82		
Purchase Intentions Related With Banner Ads	I have never purchased the advertised product after clicking the banner ad.	517	3.29	28.852	.000
	I have previously purchased the advertised product after clicking the banner ad.	74	3.88		
	Total	863	3.21		

According to the results of one way ANOVA analysis, there is significant difference for beliefs about banner ads, attitudes towards banner ads and purchase intentions after seeing banner ads among consumers who have purchased through a banner ad previously. According to the results of descriptive analysis, it is seen that consumers who purchased through banner ads previously have significantly more

positive beliefs, attitudes and purchase intentions after seeing banner ads when compared to the ones who have not purchased through banner ads previously.

H<sub>6</sub> There is a significant difference between consumers who previously clicked paid search ads and who have never clicked paid search ads in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

Consumers previously clicked paid search ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

Table 11. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Paid Search Ads In Terms of Previously Paid Search Ad Clicking Experience

		N	Mean	F	Sig.
Beliefs About Paid Search Ads	I have never clicked paid search ads	363	2.66	111.497	.000
	I have previously clicked paid search ads	500	3.38		
	Total	863	3.08		
Attitudes Towards Paid Search Ads	I have never clicked paid search ads	363	2.54	76.796	.000
	I have previously clicked paid search ads	500	3.17		
	Total	863	2.90		
Purchase intentions after seeing Paid Search Ads	I have never clicked paid search ads	363	2.72	72.756	.000
	I have previously clicked paid search ads	500	3.37		
	Total	863	3.10		

According to the results of one way ANOVA analysis, there is significant difference for beliefs about paid search ads, attitudes towards paid search ads and purchase intentions after seeing paid search ads among consumers who have clicked a paid search ad previously. According to the results of descriptive analysis, it is seen that consumers who clicked paid search ads previously have significantly more positive beliefs, attitudes and purchase intentions after seeing paid search ads when compared to the ones who have not clicked paid search ads previously.

H<sub>7</sub> There is a significant difference between consumers who previously purchased the advertised product through paid search ads and who have never purchased the advertised product through paid search ads in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers previously purchased the advertised product through paid search ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

According to the results of one way ANOVA analysis in Table 12, there is significant difference for beliefs about paid search ads, attitudes towards paid search ads and purchase intentions after seeing paid search ads among consumers who have purchased through a paid search ad previously. According to the results of descriptive analysis, it is seen that consumers who purchased through paid search ads previously have significantly more positive beliefs, attitudes and purchase intentions after seeing paid search ads when compared to the ones who have not purchased through paid search ads previously.

Table 12. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Paid Search Ads In Terms of Previously Online Purchase Experience Through Paid Search Ads.

		N	Mean	F	Sig.
Beliefs About Paid Search Ads	I have never purchased the advertised product after clicking the paid search ad.	451	3.24	60.792	.000
	I have previously purchased the advertised product after clicking the paid search ad.	81	3.86		
	Total	532	3.08		
Attitudes Towards Paid Search Ads	I have never purchased the advertised product after clicking the paid search ad.	451	3.05	55.855	.000
	I have previously purchased the advertised product after clicking the paid search ad.	81	3.71		
	Total	532	2.90		
Purchase intentions after seeing Paid Search Ads	I have never purchased the advertised product after clicking the paid search ad.	451	3.25	46.882	.000
	I have previously purchased the advertised product after clicking the paid search ad.	81	3.88		
	Total	532	3.10		

H<sub>8</sub> There is a significant difference between male and female consumers in terms of purchase intentions after seeing banner ads and paid search ads. Male consumers have more positive purchase intentions after seeing banner ads and paid search ads.

The results of one way ANOVA to test for H<sub>8</sub>, which can be seen in Table 13, show that there is no significant difference for purchase intentions after seeing banner ads and paid search ads between male and female consumers.

Table 13. ANOVA Analysis of Purchase Intentions After Seeing Banner Ads and Paid Search Ads In Terms of Gender

		N	Mean	F	Sig.
Purchase intentions after seeing Banner Ads	Female	435	3.20	.084	.919
	Male	419	3.23		
	Total	854	3.21		
Purchase intentions after seeing Paid Search Ads	Female	435	3.08	.207	.813
	Male	419	3.12		
	Total	854	3.10		

Wolin & Korgaonkar's study (2003) supported the hypothesis that males are more likely to make web purchases versus females. In this study, this pattern was not found through purchase intentions after seeing banner ads or paid search ads.

H<sub>9</sub> There is a significant difference between young consumers and aged consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Aged consumers have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

According to one way ANOVA analysis in Table 14, there is no significant difference for beliefs about banner ads, attitudes towards banner ads and purchase intentions after seeing banner ads among consumers belonging to different age groups. However, it is clearly seen that mature adults have higher mean values regarding beliefs about banner ads, attitudes towards banner ads and purchase intentions after seeing banner ads when compared to other age groups.

Table 14. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Banner Ads In Terms of Age of the Consumers

		N	Mean	F	Sig.
Beliefs About Banner Ads	Teenage	310	3.12	2.407	.066
	Young Adults	336	3.08		
	Adults	165	3.18		
	Mature Adults	48	3.46		
	Total	859	3.13		
Attitudes Towards Banner Ads	Teenage	310	2.79	2.039	.107
	Young Adults	336	2.78		
	Adults	165	2.85		
	Mature Adults	48	3.15		
	Total	859	2.82		
Purchase intentions after seeing Banner Ads	Teenage	310	3.26	2.281	.078
	Young Adults	336	3.12		
	Adults	165	3.21		
	Mature Adults	48	3.51		
	Total	859	3.21		

H<sub>10</sub> There is a significant difference between young consumers and aged consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Aged consumers have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

Wolin et. al. (2002) investigated if age has any significant role on behavioral responses. They found out that age has no effect on behavioral responses.

However, according to one way ANOVA analysis of this study, it is seen that there is significant difference in purchase intentions after seeing paid search ads among consumers belonging to different age groups.

Table 15. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Paid Search Ads In Terms of Age of the Consumers.

		N	Mean	F	Sig.
Beliefs About Paid Search Ads	Teenage	310	2.96	3.558	.014
	Young Adults	336	3.08		
	Adults	165	3.19		
	Mature Adults	48	3.41		
	Total	859	3.07		
Attitudes Towards Paid Search Ads	Teenage	310	2.82	4.397	.004
	Young Adults	336	2.84		
	Adults	165	3.02		
	Mature Adults	48	3.35		
	Total	859	2.90		
Purchase intentions after seeing Paid Search Ads	Teenage	310	3.07	3.088	.027
	Young Adults	336	3.01		
	Adults	165	3.16		
	Mature Adults	48	3.57		
	Total	859	3.09		

It is significantly supported that mature adults have more positive beliefs about, attitude towards and purchase intentions after seeing paid search ads when compared to the consumers belonging to other age groups.

H<sub>11</sub> There is a significant difference between consumers belonging to low-income level and consumers belonging to high-income level in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers belonging to a low-income level are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

According to one way ANOVA analysis in Table 16, although there is no significant difference for beliefs about banner ads and attitudes towards banner ads

among consumers belonging to different income levels, consumers belonging to low-income level have slightly higher mean values regarding these aspects. On the other hand, there is significant difference in purchase intentions after seeing banner ads. Descriptive analysis shows that consumers belonging to low-income level have more positive purchase intentions after seeing banner ads.

Table 16. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Banner Ads In Terms of Income Level of Consumers

		N	Mean	F	Sig.
Beliefs About Banner Ads	Low Income	495	3.16	1.061	.347
	Mid Income	244	3.12		
	High Income	44	2.95		
	Total	783	3.14		
Attitudes Towards Banner Ads	Low Income	495	2.87	.953	.386
	Mid Income	244	2.80		
	High Income	44	2.68		
	Total	783	2.84		
Purchase intentions after seeing Banner Ads	Low Income	495	3.28	3.163	.043
	Mid Income	244	3.12		
	High Income	44	2.96		
	Total	783	3.21		

Wolin et. Al's (2002) findings were in the similar way in terms of online advertising. They indicated as a result of their study that the higher consumers' income level, the more negative their behavioral responses towards online advertising.

H<sub>12</sub> There is a significant difference between consumers belonging to low-income level and consumers belonging to high-income level in terms of beliefs about,

attitudes towards, purchase intentions after seeing paid search ads. Consumers belonging to a low-income level are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

Table 17. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Paid Search Ads In Terms of Income Level of Consumers

		N	Mean	F	Sig.
Beliefs About Paid Search Ads	Low Income	495	3.09	1.251	.287
	Mid Income	244	3.10		
	High Income	44	2.84		
	Total	783	3.08		
Attitudes Towards Paid Search Ads	Low Income	495	2.93	.280	.756
	Mid Income	244	2.92		
	High Income	44	2.80		
	Total	783	2.92		
Purchase intentions after seeing Paid Search Ads	Low Income	495	3.14	1.794	.167
	Mid Income	244	3.06		
	High Income	44	2.81		
	Total	783	3.10		

According to one way ANOVA analysis, there is no significant difference for beliefs about paid search ads, attitudes towards paid search ads and purchase intentions after seeing paid search ads among consumers belonging to different income levels. However, in purchase intentions after seeing paid search ads, low-income level consumers have higher mean values.

H<sub>13</sub> There is a significant difference between high-level educated consumers and low-level educated consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers who are less educated are more

likely to have positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.

According to one way ANOVA analysis in Table 18, there is no significant difference for beliefs about banner ads and attitudes towards banner ads among consumers belonging to different education levels. However, there is a significant difference for purchase intentions after seeing banner ads. Descriptive analysis points out that consumers belonging to lower education level have more positive purchase intentions after seeing banner ads.

Table 18. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Banner Ads In Terms of Education Level of Consumers

		N	Mean	F	Sig.
Beliefs About Banner Ads	Primary Education	135	3.20	2.014	.111
	High School	264	3.23		
	University Student	241	3.04		
	University Graduate and Above	215	3.08		
	Total	855	3.13		
Attitudes Towards Banner Ads	Primary Education	135	2.89	2.576	.053
	High School	264	2.93		
	University Student	241	2.75		
	University Graduate and Above	215	2.72		
	Total	855	2.82		
Purchase intentions after seeing Banner Ads	Primary Education	135	3.36	3.618	.013
	High School	264	3.33		
	University Student	241	3.10		
	University Graduate and Above	215	3.09		
	Total	855	3.21		

H<sub>14</sub> There is a significant difference between high-level educated consumers and low-level educated consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers who are less educated are more likely to have positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.

Table 19. ANOVA Analysis of Beliefs About, Attitudes Towards, Purchase Intentions After Seeing Paid Search Ads In Terms of Education Level of Consumers

		N	Mean	F	Sig.
Beliefs About Paid Search Ads	Primary Education	135	3.08	.498	.684
	High School	264	3.13		
	University Student	241	3.02		
	University Graduate and Above	215	3.07		
	Total	855	3.08		
Attitudes Towards Paid Search Ads	Primary Education	135	2.98	.964	.409
	High School	264	2.95		
	University Student	241	2.81		
	University Graduate and Above	215	2.90		
	Total	855	2.90		
Purchase intentions after seeing Paid Search Ads	Primary Education	135	3.29	3.370	.018
	High School	264	3.19		
	University Student	241	2.97		
	University Graduate and Above	215	3.00		
	Total	855	3.10		

According to one way ANOVA analysis, there is no significant difference for beliefs about paid search ads and attitudes towards paid search ads among consumers belonging to different education levels. However, there is a significant difference in purchase intentions after seeing paid search ads. Descriptive analysis points out that consumers belonging to lower education level have more positive purchase intentions after seeing paid search ads. Wolin et. al.'s (2002) study came up with a similar finding as they determined that the higher consumers' education level is, the more negative behavioral responses they have towards online advertising.

H<sub>15</sub> Consumers have more positive beliefs about banner ads when compared to paid search ads.

Table 20. Mean Values of Beliefs About Banner Ads and Paid Search Ads.

	N	Mean	Std Dev.
Beliefs about banner ads	863	3.14	0.96
Beliefs about paid search ads	863	3.08	1.05

It is found in the mean values that consumers have more positive beliefs about banner ads when compared to paid search ads. The analysis was also conducted for each scale used to measure beliefs about banner ads and paid search ads in the following table by using paired T-test.

The results per scale in Table 21 show us that consumers significantly have more positive beliefs about banner ads than paid search ads in terms of being

intriguing, nice by design, attention grabbing, creative, interesting, entertaining and memorable. This is an expected result as banner ads are more visual when compared to paid search ads.

The analysis also showed that consumers significantly have more positive beliefs about paid search ads than banner ads in terms of being timesaving, informative and trustworthy. As paid search ads are shown to the consumers due to their search query which means paid search ads are more functional, it is consistent that these aspects of beliefs were more positive for paid search ads than banner ads. Findings of Wolin et. al.'s (2002) study show that consumers have more positive beliefs about online advertising in terms of informativeness, and pleasure.

Table 21. Paired T-Test Analysis of Items to Measure Beliefs About Banner Ads and Paid Search Ads

	Banner Ads			Paid Search Ads			Sig.
	N	Mean	Std Dev.	N	Mean	Std. Dev	
I find banner ads / paid search ads useful	863	3.24	1.21	863	3.31	1.29	.087
I find banner ads / paid search ads essential	863	3.43	1.21	863	3.47	1.24	.330
I find banner ads / paid search ads timesaving	863	3.14	1.28	863	3.32	1.29	.000
I find banner ads / paid search ads intriguing	863	3.60	1.20	863	3.35	1.27	.000
I find banner ads / paid search ads nice by design	863	2.95	1.36	863	2.85	1.31	.028
I find banner ads / paid search ads attention grabbing	863	3.68	1.19	863	3.24	1.33	.000
I find banner ads / paid search ads informative	863	2.97	1.21	863	3.17	1.30	.000
I find banner ads / paid search ads creative	863	2.95	1.28	863	2.84	1.30	.005
I find banner ads / paid search ads interesting	863	3.50	1.21	863	3.16	1.33	.000
I find banner ads / paid search ads entertaining	863	2.69	1.26	863	2.57	1.28	.003
I find banner ads / paid search ads memorable	863	3.15	1.35	863	3.01	1.35	.003
I find banner ads / paid search ads trustworthy	863	2.34	1.17	863	2.64	1.26	.000

This study is consistent with Wolin et. al.'s (2002) findings and shows that paid search ads are informative, banner ads are more entertaining. On the other hand, according to Wolin & Korgaonkar's (2003) study, it is found out that online advertising is more enjoyable than magazine and newspaper advertising, more useful than newspaper and radio and more informative than newspaper advertising.

H<sub>16</sub> Consumers have more positive attitudes towards banner ads when compared to paid search ads.

Table 22. Mean Values of Attitudes Towards Banner Ads and Paid Search Ads

	N	Mean	Std Dev.
Attitudes towards banner ads	863	2.82	1.00
Attitude towards paid search ads	863	2.90	1.08

It is seen that consumers have more positive attitudes towards paid search ads when compared to banner ads. Therefore, the hypothesis is rejected. In the table below, the each scale's mean comparison can be evaluated.

According to the analysis, consumers like paid search ads significantly more than banner ads. They also think that paid search ads are significantly more important than banner ads. They also indicated that they are more likely to pay more than average market price for the products advertised in paid search ads. However, when they see a banner ad, they pay more attention to it than they do to a paid search ad. These results also prove that paid search ads are more functional for consumers and they think they are more important for them. Besides, as banner ads are more visual, they grab more attention from the consumers.

Table 23. Paired T-Test Analysis of Items to Measure Attitudes Towards Banner Ads and Paid Search Ads

	Banner Ads			Paid Search Ads			Sig.
	N	Mean	Std Dev.	N	Mean	Std. Dev.	
In general, I like banner ads / paid search ads.	863	2.83	1.29	863	2.95	1.34	.010
In general, I think banner ads / paid search ads are important.	863	2.81	1.27	863	3.03	1.29	.000
When I see a banner ads / paid search ads I pay attention.	863	3.12	1.32	863	3.02	1.32	.045
I think banner ads / paid search ads help me buy the best brand for the best price.	863	2.82	1.34	863	2.90	1.31	.088
I can pay more than average market price for the products advertised in banner ads / paid search ads	863	2.25	1.24	863	2.48	1.29	.000
In general, banner ads / paid search ads when compared to other ads (TV, print etc.) decrease the cost of the advertised product.	863	3.10	1.26	863	3.04	1.31	.164

H<sub>17</sub> Consumers have more positive purchase intentions after seeing paid search ads when compared to banner ads.

Table 24. Mean Values of Purchase Intentions After Seeing Banner Ads

	N	Mean	Std Dev.
Purchase intentions after seeing banner ads	863	3.21	0.037
Purchase intentions after seeing paid search ads	863	3.10	0.039

It is seen that consumers have more positive purchase intentions after seeing paid search ads when compared to banner ads. Therefore, the hypothesis is rejected. The comparison of the items can be evaluated in the table below.

Table 25. Paired T-Test Analysis of Items to Measure Purchase Intentions After Seeing Banner Ads or Paid Search Ads

	Banner Ads			Paid Search Ads			Sig.
	N	Mean	Std Dev.	N	Mean	St Dev.	
Information given in the banner ads / paid search ads is useful to make purchase decision.	863	3.32	1.26	863	3.25	1.30	0.148
I think banner ads / paid search ads are time saving to make purchase decision about the product.	863	3.18	1.27	863	3.18	1.30	0.893
I think banner ads / paid search ads provide enough information about the design of the product before purchasing.	863	3.14	1.28	863	2.96	1.35	0.000
I think banner ads / paid search ads can create curiosity and purchase intention about the product.	863	3.21	1.32	863	2.99	1.37	0.000

In Table 25, it is seen that consumers think banner ads provide more enough information when compared to paid search ads about the design of the product before purchasing. Lin & Hung (2009) found out in their study about attitudes towards paid search ads that informativeness is not important in sponsored link's context. The result in this study is consistent with Lin & Hung's (2009) finding as

consumers think that they get more information about the product from banner ads than paid search ads. Besides, they think banner ads can create more curiosity and purchase intention about the product.

H<sub>18</sub> Consumers' beliefs about banner ads are highly related with their attitudes towards online advertising in general.

Table 26. Correlation Analysis Between Beliefs About Banner Ads and General Attitudes Towards Online Advertising

		General Attitudes Towards Online Advertising
Beliefs About Banner Ads	Pearson Correlation	.176
	Sig. (1-tailed)	.000
	N	827

The analysis shows that consumers' general attitudes towards online advertising are significantly related with their beliefs about banner ads. The more positive general attitudes they have towards online advertising, the more positive beliefs they have about banner ads according to the Pearson Correlation value, which is .176.

H<sub>19</sub> Consumers' attitudes towards banner ads are highly related with their attitudes towards online advertising in general.

It is seen from the results in Table 27 that general attitudes of consumers towards online advertising are significantly related with their attitudes towards banner ads. Just like the beliefs about banner ads, attitudes towards banner ads are positively affected by the increase in general attitudes towards online advertising.

Table 27. Correlation Analysis Between Attitudes Towards Banner Ads and General Attitudes Towards Online Advertising

		General Attitudes Towards Online Advertising
Attitudes Towards Banner Ads	Pearson Correlation	.188
	Sig. (1-tailed)	.000
	N	827

H<sub>20</sub> Consumers' beliefs about paid search ads are highly related with their attitudes towards online advertising in general.

Table 28. Correlation Analysis Between Beliefs About Paid Search Ads and General Attitudes Towards Online Advertising

		General Attitudes Towards Online Advertising
Beliefs About Paid Search Ads	Pearson Correlation	.146
	Sig. (1-tailed)	.000
	N	827

Analysis shows that consumers' general attitudes towards online advertising are positively correlated with their beliefs about paid search ads. According to Wolin et. Al's (2002) study, they found out that consumers' beliefs about online advertising are related to their attitudes towards online advertising. Nasir et. al. (2011) investigated this relation among Turkish consumers, and they also determined that Turkish consumers' beliefs about online advertising have significant and positive impact on attitudes towards online advertising. In this

study, it is also found out that there is a positive relation between beliefs about banner ads and paid search ads and attitudes towards online advertising.

H<sub>21</sub> Consumers' attitudes towards paid search ads are highly related with their attitudes towards online advertising in general.

It is seen from the results that general attitudes towards online advertising are positively correlated with their attitudes towards paid search ads.

Table 29. Correlation Analysis Between Attitudes Towards Paid Search Ads and General Attitudes Towards Online Advertising

		General Attitudes Towards Online Advertising
Attitudes Towards Paid Search Ads	Pearson Correlation	.155
	Sig. (1-tailed)	.000
	N	827

### Regression Analysis

H<sub>22</sub> The purchase intentions after seeing banner ads are determined by consumers'

a) beliefs about banner ads and b) attitudes towards banner ads.

Table 30. Model Summary of Regression Analysis to Measure the Determination Between Purchase Intentions, Beliefs and Attitudes Regarding Banner Ads

Model	R	R square	Adjusted R square
1	.80 <sup>a</sup>	.63	.63

Table 31. ANOVA Analysis of Regression Analysis to Measure the Determination Between Purchase Intentions, Beliefs and Attitudes Regarding Banner Ads

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	641.977	2	320.989	725.343	.000 <sup>a</sup>
	Residual	380.579	860	.443		
	Total	1022.556	862			

Table 32. Coefficients of Regression Analysis to Measure the Determination Between Purchase Intentions, Beliefs and Attitudes Regarding Banner Ads

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.433	.078		5.538	.000
	Beliefs About Banner Ads	.471	.038	.414	12.428	.000
	Attitudes Towards Banner Ads	.462	.036	.425	12.747	.000

According to Regression analysis results, there is a significant determination of the purchase intentions after seeing banner ads by beliefs about banner ads and attitudes towards banner ads in consumers' perspective.

The purchase intentions after seeing banner ads = (0.471 x Beliefs about banner ads) + (0.462 x Attitudes towards banner ads) + 0.433

H<sub>23</sub> The purchase intentions after seeing paid search ads are determined by consumers' a) beliefs about paid search ads and b) attitudes towards paid search ads.

Table 33. Model Summary of Regression Analysis to Measure the Determination Between Purchase Intentions, Beliefs and Attitudes Regarding Paid Search Ads

Model	R	R square	Adjusted R square
1	.86 <sup>a</sup>	.74	.74

Table 34. ANOVA Analysis of Regression Analysis to Measure the Determination Between Purchase Intentions, Beliefs and Attitudes Regarding Paid Search Ads

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	862.516	2	431.258	1249.571	.000 <sup>a</sup>
	Residual	296.807	860	.345		
	Total	1159.324	862			

Table 35. Coefficients of Regression Analysis to Measure the Determination Between Purchase Intentions, Beliefs and Attitudes Regarding Paid Search Ads

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.163	.063		2.598	.000
	Beliefs About Paid Search Ads	.426	.033	.386	12.984	.000
	Attitudes Towards Paid Search Ads	.559	.032	.519	17.451	.000

According to Regression analysis results, there is a significant determination of the purchase intentions after seeing paid search ads by beliefs about paid search ads and attitudes towards paid search ads in consumers' perspective.

The purchase intentions after seeing paid search ads = (0.426 x Beliefs about paid search ads) + (0.559 x Attitudes towards paid search ads) + 0.163

Table 36. Hypothesis and Results

<i>Hypothesis</i>	<i>Result</i>
H <sub>1</sub> There is a significant difference between online purchasers and non-online purchasers in terms of their attitudes towards online advertising. Consumers who are online purchasers are more likely to have positive attitudes towards online advertising.	Not Supported
H <sub>2</sub> There is a significant difference between consumers who have more Internet usage experience and consumers who have less Internet usage experience in terms of their beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers who have more Internet usage experience are more likely to have positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.	Not Supported
H <sub>3</sub> There is a significant difference between consumers who have more Internet usage experience and consumers who have less Internet usage experience in terms of their beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers who have more Internet usage experience are	Not Supported

<p>more likely to have positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.</p>	
<p>H<sub>4</sub> There is a significant difference between consumers who previously clicked banner ads and who have never clicked banner ads in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers previously clicked banner ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.</p>	<p>Supported</p>
<p>H<sub>5</sub> There is a significant difference between consumers who previously purchased the advertised product through banner ads and who have never purchased the advertised product through banner ads in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers previously purchased the advertised product through banner ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.</p>	<p>Supported</p>
<p>H<sub>6</sub> There is a significant difference between consumers who previously clicked paid search ads and who have never clicked paid search ads in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers previously clicked paid search ads are more likely to have more</p>	<p>Supported</p>

<p>positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.</p>	
<p>H<sub>7</sub> There is a significant difference between consumers who previously purchased the advertised product through paid search ads and who have never purchased the advertised product through paid search ads in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers previously purchased the advertised product through paid search ads are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.</p>	<p>Supported</p>
<p>H<sub>8</sub> There is a significant difference between male and female consumers in terms of purchase intentions after seeing banner ads and paid search ads. Male consumers have more positive purchase intentions after seeing banner ads and paid search ads.</p>	<p>Not Supported</p>
<p>H<sub>9</sub> There is a significant difference between young consumers and aged consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Aged consumers have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.</p>	<p>Not Supported</p>
<p>H<sub>10</sub> There is a significant difference between young consumers and aged consumers in terms of beliefs about, attitudes towards,</p>	<p>Supported</p>

<p>purchase intentions after seeing paid search ads. Aged consumers have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.</p>	
<p>H<sub>11</sub> There is a significant difference between consumers belonging to low-income level and consumers belonging to high-income level in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers belonging to a low-income level are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing banner ads.</p>	<p>Partially Supported</p>
<p>H<sub>12</sub> There is a significant difference between consumers belonging to low-income level and consumers belonging to high-income level in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers belonging to a low-income level are more likely to have more positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.</p>	<p>Not Supported</p>
<p>H<sub>13</sub> There is a significant difference between high-level educated consumers and low-level educated consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing banner ads. Consumers who are less educated are more likely to have positive beliefs about, attitudes towards, purchase</p>	<p>Partially Supported</p>

intentions after seeing banner ads.	
H <sub>14</sub> There is a significant difference between high-level educated consumers and low-level educated consumers in terms of beliefs about, attitudes towards, purchase intentions after seeing paid search ads. Consumers who are less educated are more likely to have positive beliefs about, attitudes towards, purchase intentions after seeing paid search ads.	Partially Supported
H <sub>15</sub> Consumers have more positive beliefs about banner ads when compared to paid search ads.	Supported
H <sub>16</sub> Consumers have more positive attitudes towards banner ads when compared to paid search ads.	Not Supported
H <sub>17</sub> Consumers have more positive purchase intentions after seeing banner ads when compared to paid search ads.	Supported
H <sub>18</sub> Consumers' general attitudes towards online advertising are highly related with their beliefs about banner ads.	Supported
H <sub>19</sub> Consumers' general attitudes towards online advertising are highly related with their attitudes towards banner ads.	Supported
H <sub>20</sub> Consumers' general attitudes towards online advertising are highly related with their beliefs about paid search ads.	Supported
H <sub>21</sub> Consumers' general attitudes towards online advertising are highly related with their attitudes towards paid search ads.	Supported
H <sub>22</sub> The purchase intentions after seeing banner ads are	Supported

determined by consumers' a) beliefs about banner ads and b) attitudes towards banner ads.	
H <sub>23</sub> The purchase intentions after seeing paid search ads are determined by consumers' a) beliefs about paid search ads and b) attitudes towards paid search ads.	Supported

## CHAPTER 6: CONCLUSION

The aim of this study was to compare banner ads and paid search ads from consumers' perspective. In this context, Internet usage experience, online purchase experience, attitude towards online advertising in general, beliefs about, attitudes towards and purchase intentions after seeing banner ads and paid search ads were examined with demographic information gathered from the participants of the survey.

According to the results of the analysis of the hypothesis generated for this study, consumers' prior online purchase experience is not significantly related with the attitude towards online advertising.

Internet experience level of the consumers does not play any role on the beliefs about banner ads and paid search ads. In addition, Internet experience level has no effect on attitudes towards banner ads and paid search ads as well as purchase intentions after seeing banner ads and paid search ads.

The consumers who previously clicked banner ads have more positive beliefs about, attitudes towards and purchase intentions related to banner ads. Likewise, consumers who previously clicked paid search ads have more positive beliefs about, attitudes towards and purchase intentions related to paid search ads.

Consumers' beliefs, attitudes and purchase intentions related to banner ads or paid search ads are significantly dependent to their previous purchase experiences through these ad types. If the consumers previously purchased the advertised

product through banner ads or paid search ads, they are more likely to have positive feelings about these dimensions.

On the other hand, according to the analysis, it is seen that gender does not play any role on the purchase intentions after seeing banner ads or paid search ads.

The results of the analysis, which focused more on the age of the consumers, showed us that the age of the consumers does not have any role on the beliefs, attitudes and purchase intentions regarding banner ads. However, age of the consumers plays role on the beliefs, attitudes and purchase intentions regarding paid search ads according to the results. Analysis showed that aged consumers have more positive beliefs, attitudes and purchase intentions regarding paid search ads.

Income level was another aspect of examining the effects of demographics on the dimensions related to banner ads and paid search ads. According to the results of the analysis, income level does not have any effect on beliefs and attitudes towards banner ads. However, it plays role on purchase intentions after seeing banner ads. Consumers belonging to low-income level have more positive purchase intentions after seeing banner ads. On the other hand, income level has no impact on beliefs, attitudes or purchase intentions regarding paid search ads. According to the results of the analysis, it is found also out that education level has no effect on beliefs and attitudes towards banner ads. However, in terms of purchase intentions after seeing banner ads, education level significantly plays role. Consumers who are belonging to lower education levels have more positive purchase intentions after seeing banner ads. The results for paid search ads are the same with banner

ads. Education level has no effect on beliefs and attitudes towards paid search ads whereas it significantly has role on purchase intentions after seeing them.

It is also observed that consumers have more positive beliefs about and purchase intentions after seeing banner ads when compared to paid search ads but they have more positive attitudes towards paid search ads than banner ads. When each scale was evaluated, it is seen that consumers have more positive beliefs about banner ads in terms of being intriguing, nice by design, attention grabbing, creative, interesting, entertaining and memorable. On the other hand, consumers have more positive beliefs about paid search ads in terms of being timesaving, informative and trustworthy. Besides, it is found out that consumers like paid search ads more. They also think paid search ads are more important than banner ads. Besides, they indicated that they can pay more than average market price for the products advertised more in paid search ads than banner ads. However, they pay more attention on banner ads than paid search ads. In addition, consumers think banner ads provide more enough information about the design of the product before purchasing and they also think banner ads can create curiosity and purchase intention about the product. The results were expected to be in this way as banner ads are more visual and paid search ads are more functional.

Correlation analysis shows that consumers' beliefs and attitudes related to banner ads and paid search ads are related with general attitudes towards online advertising. The more positive beliefs about and attitudes towards banner ads and

paid search ads consumers have, the more positive attitudes they have towards online advertising in general.

At the last part of the analysis, the relation between beliefs about, attitudes towards banner ads and paid search ads and purchase intentions after seeing these online advertising types were examined. According to the regression analysis, there is a significant relation that purchase intentions after seeing banner ads are determined by consumer' beliefs about banner ads and attitudes towards banner ads. This conclusion was also found for paid search ads. For banner ads, beliefs and attitudes have almost the same level of effect on purchase intentions after seeing this online ad type. However, for paid search ads, attitudes towards paid search ads have more effect on purchase intentions after seeing this ad type when compared to beliefs about paid search ads.

## Managerial Implications

This study suggests that the experience level of consumers should not be included in the decision making process of choosing banner ads or paid search ads for a specific campaign. On the other hand, marketers should take consumers' previous clicking banner ads or paid search ads experience into account to make the decision whether to use banner ads or paid search ads. Besides, marketers should analyze the audience they plan to target if they have prior online purchase experience through these ad types while advertising their products or services by using them. As a result, if they find out that their audience had previous online purchase experience through banner ads or paid search ads, this is a significant indicator that their audience will react positively towards these ads. Analysis of this study showed that marketers should not have prejudice about one gender over another regarding the potential of purchase intention regarding these online advertising types. This study also provided useful insights for the marketers that they should take age of the consumers into consideration when they plan to use paid search ads in their online marketing strategy. Another useful insight concluded from this study is that in the marketing campaigns in which purchase intention is important, if marketers choose banner ads, they should take the income level of consumers into account while making their decisions. They should know that the consumers belonging to lower income levels have more purchase intentions after seeing banner ads. Related to the conclusions of this study, marketers who wish to create purchase intention by using

banner ads or paid search ads in a particular online marketing campaign should consider the target audience's education level to have a better performance. They should know that the consumers belonging to lower education levels have more positive purchase intentions. In addition, marketers should know that consumers have more positive beliefs about and purchase intentions after seeing banner ads when compared to paid search ads as these insights will help them decide which online advertising type they should choose for a specific campaign. However, consumers have more positive attitudes towards paid search ads when compared to banner ads. While shaping their online advertising strategy, marketers should take into account that consumers have more positive beliefs about banner ads in terms of them being intriguing, nice by design, attention grabbing, creative, interesting, entertaining and memorable, whereas they have more positive beliefs about paid search ads in terms of them being timesaving, informative and trustworthy. Besides, if marketers affect consumers' attitudes positively towards online advertising in general, they will ensure that consumers will react more positively against banner ad or paid search ad campaigns. On the other hand, they should make sure that they create strong beliefs and attitudes towards banner ads and paid search ads to enable consumers to have the right motivation to create purchase intention.

Beliefs and attitudes towards banner ads and paid search ads have been the result of consumer experience for a long time. If the consumers had relatively bad experiences with banner ads or paid search ads, these will lead them to have negative beliefs and attitudes towards these online ad types. This also will cause

less responsiveness as a result of the overall marketing campaign. Therefore, from the strategic planning part to the implementation, marketers should know that every single stage of the campaign is related to each other. Also, the results of the campaign will create a perception in consumers' mind regarding banner ads and paid search ads and this will affect their future beliefs, attitudes and purchase intentions after seeing banner ads and paid search ads.

### Limitations

In this study, MP3 player was chosen as a product in the sample banner ads and paid search ads. However, the results of this study might differ for different products and services in different price ranges. Besides, the banner ad sample that is shown to the participants was an image. However, banner ads include more multimedia content recently such as animations, videos and embedded games. These kind of different multimedia contents might change the results significantly. Moreover, this study analyzed the comparison of banner ads and paid search ads from Turkish consumers' point of view. Therefore, cultural bias might have effects on the results.

## Further Research

This study focused on only banner ads and paid search ads. Lately, display advertising became more and more popular. This type of advertising (e.g Facebook Ads) might include image, title and text. Therefore, these different display advertising types should also be evaluated and compared in further researches. Besides, in this study, only mp3 player was taken as the sample product. However, there are different types of products and services in different price levels. For example, advertising an online game might have different comparison results than advertising an mp3 player. Therefore, for different verticals, this study should be expanded and this will enable marketers to precisely understand which ad type is more suitable for a specific product from the target consumers' perspective. In addition, this research gives marketers an overview of Turkish consumers' perspective regarding banner ads and paid search ads. In further studies, the perspective of different cultures can be examined to see if there are major differences in beliefs, attitudes and purchase intentions of consumers from different cultures.

## APPENDIX-A

### SURVEY (in English)

1. How long have you been using Internet?

- Less than 1 year
- 1-2 years
- 3-5 years
- 6-8 years
- 9-11 years
- 12 years or more

2. Have you ever purchased online?

- Yes  No

3. If you answered Yes to the previous question, in what price range of products do you purchase online in general?

- Below 50 TL
- 51- 250 TL
- 251- 500 TL
- 501- 750 TL
- 751 TL and above

4. Please select your general attitudes towards all online advertising types.

	Strongly Agree <u>5</u>	Agree <u>4</u>	Neither Agree Nor Disagree <u>3</u>	Disagree <u>2</u>	Strongly Disagree <u>1</u>
In general, I like online ads.					
Most of the online ads are irritating.					
In general, I do not pay attention to online ads.					
Most of the online ads claim untrue assertions.					
Most of the online ads aim to deceive the customers instead of informing them.					
In general, online ads give useful information.					

5. Which of the following options is the definition of Banner Ads?

- The ads sent via e-mail.
- The online ads including image. When users click on the image, they are directed to another web site.
- The ads popping up in a small box when visiting a web site and having images in it.

6. Which of the following options is the definition of Paid Search Ads?

- The image ads which are displayed on the home page of a search engine web site.
- The ads displayed on the web site after being directed from a search result.
- The ads displayed on the search results page in a separated part.

7. The ad highlighted in the red box is a Banner Ad.



Have you ever seen a Banner Ad like the one above?

- Yes
- No

8. Have you ever clicked a Banner Ad like the one above?

- Yes
- No

9. If you clicked, have you purchased the advertised product?

Yes  No

10. If you purchased, where did you purchase?

Online  Store

11. The ad highlighted in the red box below is a Paid Search Ad

mp3 player Ara

Yaklaşık 159 000 000 sonuç bulundu (0,13 saniye) Gelişmiş arama

**MP3 çalar** Reklamdır  
Fiyat karşılaştırarak tasarruf edin para ve zaman.Bol ürün çeşitliliği!  
ucuzu.com/MP3çalar/

**Bütün Mp3 Çalarlar Burada**  
En Uygun Fiyatı Kendiniz Bulun Tüm Modeller Hepsiburada.com'da  
www.hepsiburada.com/Mp3Player

**MP3 Çalar, MP3 Cihazı, MP3 Player - Teknosa Alışveriş Sitesi**  
MP3 Çalar, MP3 Cihazı, MP3 Player Teknosa.com'dan alınır.  
Apple - 16 GB ve üstü (1) - 100-150 TL arası (6) - Ürünlerin  
www.teknosa.com/mb21/.../category.aspx?CS...MP3...MP3... - Önbellek

**MP3 Player, MP3 Player, Piranha, Philips, Sony, FLY, Inqoo, Nokta...**  
Piranha Crow Plus 2GB Dijital MP3/MP4 Player Türkçe Menü (Sevgililer Gününe Özel İki ...  
Philips GoClear RaDa SA2RGA02PN02 2GB FullSound MP3 Player - Pembe ...  
www.hepsiburada.com/mp3-playerdepartment.aspx?...9181 - Önbellek - Benzer

**en ucuz MP3 Çalar / MP3 Player fiyatları akakce.com'da**  
Onlarca alışveriş sitesinden en ucuz MP3 Çalar / MP3 Player fiyatlarını anında bulun.  
akakce.com fiyat arama motoru, internet alışveriş rehberi.  
Sony - En ucuz ürünler - Minton - Apple  
www.akakce.com/mp3-calari.html - Önbellek - Benzer

**Sanalmarketim.com - MP3 Player - Ses Kayıt - İnternette Güvenli...**

**MP3 Player 99 TL**  
MP3 Player'da Büyük İndirim!  
Sadece 99TL, tıklayın, kaçırmayın!  
www.dukkan.com/MP3-Player

**MP3 Player En Ucuz Nerede?**  
Mağazalardaki MP3 Player Fiyatlarını  
Cimri.com'da Tek Sayfada Gör!  
www.cimri.com/MP3\_Calar-iPod

**Creative Zen Mp3/4 287 TL**  
Video,MP3 player, Mozaik, X-Fi 2  
Türkiyede her yere ücretsiz kargo  
www.mliguru.com

Reklamınız burada görün +

Have you ever seen a Paid Search Ad like the one above?

Yes  No

12. Have you ever clicked a Paid Search Ad like the one above?

Yes  No

13. If you clicked, have you purchased the advertised product?

Yes  No

14. If you purchased, where did you purchase?

Online  Store

15. Do you plan to purchase an MP3 Player soon?

Yes  No

Please answer question number 16, 17, 18, 19 and 20 by taking the Banner Ad below into consideration.



The image shows a banner advertisement for an MP3 player. The banner is blue and white with a red border. It features a small image of an MP3 player on the left. The text in the banner reads: "MP3 Player'da Büyük İndirim!" (Big Discount on MP3 Player!), "Sadece 99 TL" (Only 99 TL), and "Fırsatı kaçırmayın Tıklayın" (Don't miss the opportunity, click). Below the banner is a screenshot of the ntvmsnbc website. The website header includes the ntvmsnbc logo, a search bar, and navigation links for NTV, CNBC-e, NTV Spor, NTV Haberler, and Sağlık Tıp Grubu. The main content area shows a news article with a photo of a man speaking into a microphone, and a sidebar with a headline "Bu fotoğraf sansürediler" (They censored this photo) and a sub-headline "Devletçi: Çökemedik" (State-changer: We did not collapse).

16. I find these type of (Banner) ads .....

	Strongly Agree <u>5</u>	Agree <u>4</u>	Neither Agree Nor Disagree <u>3</u>	Disagree <u>2</u>	Strongly Disagree <u>1</u>
Useful					
Essential					
Time saving					
Intriguing					
Nice by design					
Attention grabbing					
Informative					
Creative					
Interesting					
Entertaining					
Memorable					
Trustworthy					

17. Please indicate how much you agree with the statements below by taking the Banner Ad above into consideration.

	Strongly Agree <u>5</u>	Agree <u>4</u>	Neither Agree Nor Disagree <u>3</u>	Disagree <u>2</u>	Strongly Disagree <u>1</u>
In general, I like the banner ads like the one above.					
In general, I think banner ads like the one above are important.					
When I see a banner ad like the one above, I pay attention.					
I think banner ads like the above help me buy the best brand with the best price.					
I can pay more than average market price for the products advertised in the banner ads like the one above.					
In general, banner ads like the one above when compared to other ads (TV, print, etc) decrease the cost of the advertised product.					

18. Please indicate how much you agree with the statements below by taking the Banner Ad above into consideration.

	Strongly Agree <u>5</u>	Agree <u>4</u>	Neither Agree Nor Disagree <u>3</u>	Disagree <u>2</u>	Strongly Disagree <u>1</u>
Information given in the banner ads like the one above is useful to make purchase decision.					
I think banner ads like the one above are time saving to make purchase decision about the product.					
I think banner ads like the one above provide enough information about the design of the product before purchasing.					
I think banner ads like the above can create curiosity and purchase intention about the product.					

19. In average, how frequently do you click a Banner Ad you see on the Internet?

Never (1)	Sometimes (2)	Usually (3)	Always (4)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. After clicking the Banner Ad, how frequently do you buy the advertised product on the web site you were directed?

Never (1)	Sometimes (2)	Usually (3)	Always (4)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer question number 21, 22, 23, 24 and 25 by taking the Paid Search Ad below into consideration.

mp3 player Ara

Yaklaşık 159.000.000 sonuç bulundu (0,13 saniye) Gelişmiş arama

**MP3 çalar**  
Fiyat karşılaştırarak tasarruf edin para ve zaman.Bol ürün çeşitliliği!  
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**Bütün Mp3 Çalarlar Burada**  
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**MP3 Çalar, MP3 Cihazı, MP3 Player - Teknosa Alışveriş Sitesi**  
MP3 Çalar, MP3 Cihazı, MP3 Player Teknosa.com'dan alınır.  
Apple - 16 GB ve üstü (1) - 100-150 TL arası (6) - Ürünlerin  
www.teknosa.com/misb21/.../category.aspx?CS...MP3...MP3... - Önbellek

**Mp3 Player, MP3 Player, Piranha, Philips, Sony, FLY, Ingoo, Nokta...**  
Piranha Crow Plus 2GB Dijital MP3/MP4 Player Türkçe Menü (Sevgiler Gününe Özel İki ...  
Philips GoGear RaGa SA2RGA02PN02 2GB FullSound MP3 Player - Pembe ...  
www.hepsiburada.com/mp3-playeridepartment.aspx?...9181 - Önbellek - Benzer

**en ucuz MP3 Çalar / MP3 Player fiyatları akakce.com'da**  
Onlarca alışveriş sitesinden en ucuz MP3 Çalar / MP3 Player fiyatlarını burada bulun.  
akakce.com fiyat arama motoru, internet alışveriş rehberi.  
Sony - En ucuz ürünler - Minton - Apple  
www.akakce.com/mp3-calar.html - Önbellek - Benzer

**Sanalmarketim.com - MP3 Player - Ses Kayıt - İnternette Güvenli...**

**MP3 Player 99 TL**  
MP3 Player'da Büyük İndirim!  
Sadece 99TL, tıklayın, kaçırmayın!  
www.dukkan.com/MP3-Player

**MP3 Player En Ucuz Nerede?**  
Mağazalardaki MP3 Player Fiyatlarını  
Cimri.com'da Tek Sayfada Gör!  
www.cimri.com/MP3\_Calar-iPod

**Creative Zen Mp3/4 287 TL**  
Video,MP3 player, Mosaic, X-Fi 2  
Türkiyede her yere ücretsiz kargo  
www.mliguru.com

Reklamınız burada görün

21. I find these type of (Paid Search) ads ..... :

	Strongly Agree <u>5</u>	Agree <u>4</u>	Neither Agree Nor Disagree <u>3</u>	Disagree <u>2</u>	Strongly Disagree <u>1</u>
Useful					
Essential					
Time saving					
Intriguing					
Nice by design					
Attention grabbing					
Informative					
Creative					
Interesting					
Entertaining					
Memorable					
Trustworthy					

22. Please indicate how much you agree with the statements below by taking the Paid Search Ad above into consideration.

	Strongly Agree <u>5</u>	Agree <u>4</u>	Neither Agree Nor Disagree <u>3</u>	Disagree <u>2</u>	Strongly Disagree <u>1</u>
In general, I like the paid search ads like the one above.					
In general, I think paid search ads like the one above are important.					
When I see a paid search ad like the one above, I pay attention.					
I think paid search ads like the above help me buy the best brand with the best price.					
I can pay more than average market price for the products advertised in the paid search ads like the one above.					
In general, paid search ads like the one above when compared to other ads (TV, print, etc) decrease the cost of the advertised product.					

23. Please indicate how much you agree with the statements below by taking the Paid Search Ad above into consideration.

	Strongly Agree <u>5</u>	Agree <u>4</u>	Neither Agree Nor Disagree <u>3</u>	Disagree <u>2</u>	Strongly Disagree <u>1</u>
Information given in the paid search ads like the one above is useful to make purchase decision.					
I think paid search ads like the one above are time saving to make purchase decision about the product.					
I think paid search ads like the one above provide enough information about the design of the product before purchasing.					
I think paid search ads like the one above can create curiosity and purchase intention about the product.					

24. In average, how frequently do you click a Paid Search Ad you see on the Internet?

Never (1)	Sometimes (2)	Usually (3)	Always (4)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. After clicking the Paid Search Ad, how frequently do you buy the advertised product on the web site you were directed?

Never (1)	Sometimes (2)	Usually (3)	Always (4)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. What is your gender?

Female  Male

27. How old are you?

- Below 18
- 19 - 25
- 26- 35
- 36- 45
- 46 - 55
- 56 - 65
- 66 or above

28. What is your education level?

- Primary School
- High School
- University Student
- University Graduate
- Master Student
- Master Graduate
- Phd Student
- Phd Graduate

29. What is your monthly personal income?

- Less than 1000 TL
- 1001 – 2000 TL
- 2001 – 3500 TL
- 3501 – 5500 TL
- 5501 – 8000 TL
- 8001 – 10.000 TL
- 10.001 – 15.000 TL
- 15.001 or above

Thank you.

APPENDIX-B  
SURVEY (in Turkish)

1. Kaç yıldır internet kullanıyorsunuz?

- Bir yıldan kısa  
 1-2 yıl  
 3-5 yıl  
 6-8 yıl  
 9-11 yıl  
 12 yıl veya daha uzun

2. Daha önce internetten alışveriş yaptınız mı?

- Evet  Hayır

3. Bir önceki soruya cevabınız Evet ise, genel olarak hangi fiyat aralığındaki ürünleri internetten satın alırsınız?

- 50 TL ve altı
- 51- 250 TL
- 251- 500 TL
- 501- 750 TL
- 751 TL ve üzeri

4. Lütfen genel olarak internet reklamlarının bütün türlerine karşı genel tutumunuzu belirtiniz.

	Kesinlikle Katılıyorum <u>5</u>	Katılıyorum <u>4</u>	Kararsızım <u>3</u>	Katılmıyorum <u>2</u>	Kesinlikle Katılmıyorum <u>1</u>
Genel olarak internet reklamlardan hoşlanırım.					
İnternet reklamlarının çoğu rahatsız edicidir.					
Genelde internet reklamlarına dikkat etmem.					
İnternet reklamlarının çoğu yalan iddialarda bulunur.					
İnternet reklamlarının çoğu müşteriye bilgilendirmekten çok kandırmayı amaçlar.					
Genel olarak, internet reklamları faydalı bilgiler verirler.					

5. Aşağıdakilerden hangisi Banner reklamın tanımınıdır?

- E-posta aracılığı ile gönderilen reklamlardır.
- Grafik içeren internet reklamıdır. Kullanıcılar grafiğe tıkladığında başka bir internet sitesine yönlendirilirler.
- Herhangi bir internet sitesine girildiğinde otomatik olarak çıkan, küçük pencerelerde görüntülenen grafik bazlı reklamlardır.

6. Aşağıdakilerden hangisi Arama Motoru reklamlarının tanımınıdır?

- Arama motoru sitesinin anasayfasında gösterilen grafik bazlı reklamlardır.
- Yapılan herhangi bir arama sonucunda yönlendirilen sitede görüntülenen reklamlardır.
- Arama motoru sonuçlarında, kendisine ayrı bir bölümde görüntülenen reklamlardır.

7. Aşağıdaki resimde kırmızı kutu içine alınmış reklam, Banner reklamıdır.



Yukarıda görmüş olduğunuz türde Banner reklamlarını daha önce gördünüz mü?

Evet  Hayır

8. Yukarıda görmüş olduğunuz türde Banner reklamlarına daha önce tıkladınız mı?

Evet  Hayır

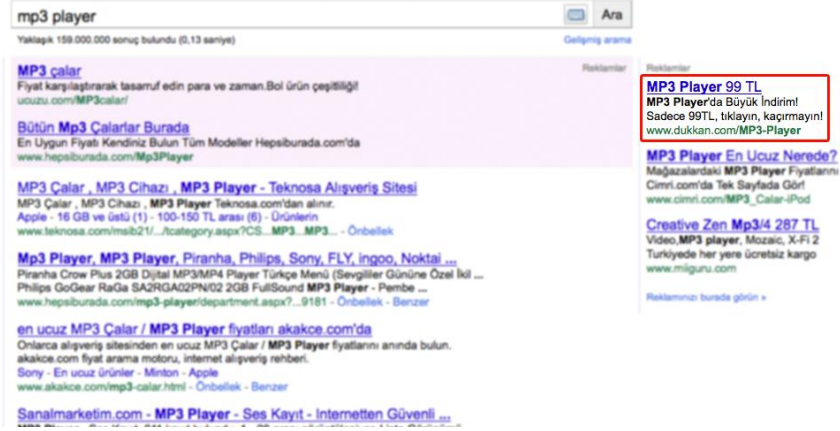
9. Eğer tıkladıysanız, yönlendirildiğiniz web sitesi üzerinden söz konusu ürünü satın aldınız mı?

Evet  Hayır

10. Eğer satın aldıysanız, nereden satın aldınız?

İnternet  Mağazadan

11. Aşağıdaki resimde kırmızı kutu içine alınmış reklam, bir Arama Motoru reklamıdır.



Yukarıda görmüş olduğunuz türde Arama Motoru reklamlarını daha önce gördünüz mü?

Evet  Hayır

12. Yukarıda görmüş olduğunuz türde Arama Motoru reklamlarına daha önce tıkladınız mı?

Evet  Hayır

13. Eğer tıkladıysanız, yönlendirildiğiniz web sitesi üzerinden söz konusu ürünü satın aldınız mı?

Evet  Hayır

14. Eğer satın aldıysanız, nereden satın aldınız?

İnternet  Mağazadan

15. Yakın zamanda MP3 Player almayı düşünüyor musunuz?

Evet  Hayır

Lütfen 16., 17., 18., 19. ve 20. soruları aşağıdaki Banner reklamını dikkate alarak yanıtlayınız.



16. Bu tarz (Banner) reklamları ..... buluyorum:

	Kesinlikle Katılıyorum <u>5</u>	Katılıyorum <u>4</u>	Kararsızım <u>3</u>	Katılmıyorum <u>2</u>	Kesinlikle Katılmıyorum <u>1</u>
Yararlı					
İnternet ortamında gerekli					
Zaman kazandırıcı					
Merak uyandırıcı					
Görsel olarak hoş					
Dikkat çekici					
Bilgilendirici					
Yaratıcı					
İlgi çekici					
Eğlenceli					
Akılda kalıcı					
Güvenilir					

17. Lütfen yukarıdaki Banner reklamını dikkate alarak aşağıdaki ifadelere ne derece katıldığınızı belirtiniz.

	Kesinlikle Katılıyorum <u>5</u>	Katılıyorum <u>4</u>	Kararsızım <u>3</u>	Katılmıyorum <u>2</u>	Kesinlikle Katılmıyorum <u>1</u>
Genel olarak yukarıdaki gibi Banner reklamlarını beğenirim.					
Genel olarak yukarıdaki gibi Banner reklamlarının önemli olduğunu düşünüyorum.					
Yukarıdaki gibi bir banner reklamını bir internet sitesinde gördüğümde dikkat ederim.					
Yukarıdaki gibi Banner reklamlarının fiyata göre en iyi markayı satın almama yardımcı olduğunu düşünüyorum.					
Yukarıdaki gibi Banner reklamı yapılan ürünler için piyasadaki ortalama fiyatın biraz daha üzerinde fiyat ödeyebilirim.					
Genel olarak, yukarıdaki gibi Banner reklamları, diğer reklamlarla kıyasla (TV reklamı, gazete reklamı vb.) reklamı yapılan ürünün maliyetini düşürür.					

18. Yukarıdaki Banner reklamını dikkate alarak aşağıdaki ifadelere ne derece katıldığınızı belirtiniz.

	Kesinlikle Katılıyorum <u>5</u>	Katılıyorum <u>4</u>	Kararsızım <u>3</u>	Katılmıyorum <u>2</u>	Kesinlikle Katılmıyorum <u>1</u>
Yukarıdaki gibi banner reklamında verilen bilgi reklamı yapılan ürünü satın alıp almama konusunda faydalı olur.					
Yukarıdaki gibi banner reklamlarının, ürünle ilgili satın alma kararı verebilmem adına zaman kazandırıcı olduğunu düşünüyorum.					
Yukarıdaki gibi banner reklamlarının, ürünü satın almadan önce görsel olarak ürünün ne olduğu ile ilgili yeterli bilgi verdiğini düşünüyorum.					
Yukarıdaki gibi banner reklamlarının, ürün ile ilgili merak uyandırdığını ve bu ürünü satın alma isteği uyandırabileceğini düşünüyorum.					

19. Ortalama olarak, internette gördüğünüz bir Banner reklamına hangi sıklıkta tıklıyorsunuz?

Hiçbir zaman (1)	Bazen (2)	Sık Sık (3)	Sürekli (4)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Bir Banner reklamına tıkladıktan sonra tanıtılan ürünü yönlendirilen siteden satın alma sıklığınız nedir?

Hiçbir zaman (1)	Bazen (2)	Sık Sık (3)	Sürekli (4)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lütfen 21., 22., 23., 24. ve 25. soruları cevaplarırken aşağıdaki Arama Motoru reklamını dikkate alınız.

mp3 player

Yaklaşık 159 000 000 sonuç bulundu (0,13 saniye)

Gelişmiş arama

**MP3 çalar**  
Fiyat karşılaştırarak tasarruf edin para ve zaman.Bölün çepçilliği!  
ucuzu.com/MP3çalar/

**Bütün Mp3 Çalarlar Burada**  
En Uygun Fiyatı Kendiniz Bulun Tüm Modeller Hepsiburada.com'da  
www.hepsiburada.com/Mp3Player

**MP3 Çalar, MP3 Cihazı, MP3 Player - Teknosa Alışveriş Sitesi**  
MP3 Çalar, MP3 Cihazı, MP3 Player Teknosa.com'dan alınır.  
Apple - 16 GB ve üstü (1) - 100-150 TL arası (6) - Ürünlerin  
www.teknosa.com/imsb21/.../category.aspx?CS...MP3\_MP3... - Önbellek

**MP3 Player, MP3 Player, Piranha, Philips, Sony, FLY, ingoo, Noktal...**  
Piranha Crow Plus 2GB Dijital MP3/MP4 Player Türkçe Menü (Sevgililer Gününe Özel İkili ...  
Philips GoGear RaGa SA2RGA02PN02 2GB FullSound MP3 Player - Pembe ...  
www.hepsiburada.com/mp3-player/department.aspx?...9181 - Önbellek - Benzer

**en ucuz MP3 Çalar / MP3 Player fiyatları akakce.com'da**  
Online alışveriş sitesinden en ucuz MP3 Çalar / MP3 Player fiyatlarını burada bulun.  
akakce.com fiyat arama motoru, internet alışveriş rehberi.  
Sony - En ucuz ürünler - Minton - Apple  
www.akakce.com/mp3-çalar.html - Önbellek - Benzer

**Sanalmarketim.com - MP3 Player - Ses Kayıt - İnternette Güvenli...**

**MP3 Player 99 TL**  
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**Creative Zen Mp3/4 287 TL**  
Video,MP3 player, Mozaik, X-Fi 2  
Türkiyede her yere ücretsiz kargo  
www.migunu.com

Reklamınızı burada görün >

21. Bu tarz Arama Motoru reklamlarını ..... buluyorum:

	Kesinlikle Katılıyorum <u>5</u>	Katılıyorum <u>4</u>	Kararsızım <u>3</u>	Katılmıyorum <u>2</u>	Kesinlikle Katılmıyorum <u>1</u>
Yararlı					
İnternet ortamında gerekli					
Zaman kazandırıcı					
Merak uyandırıcı					
Görsel olarak hoş					
Dikkat çekici					
Bilgilendirici					
Yaratıcı					
İlgi çekici					
Eğlenceli					
Akılda kalıcı					
Güvenilir					

22. Lütfen yukarıdaki Arama Motoru reklamını dikkate alarak aşağıdaki ifadelere ne derece katıldığınızı belirtiniz.

	Kesinlikle Katılıyorum <u>5</u>	Katılıyorum <u>4</u>	Kararsızım <u>3</u>	Katılmıyorum <u>2</u>	Kesinlikle Katılmıyorum <u>1</u>
Genel olarak yukarıdaki gibi Arama Motoru reklamlarını beğenirim.					
Genel olarak yukarıdaki gibi Arama Motoru reklamlarının önemli olduğunu düşünüyorum.					
Yukarıdaki gibi bir Arama Motoru reklamını bir internet sitesinde gördüğümde dikkat ederim.					
Yukarıdaki gibi Arama Motoru reklamlarının fiyata göre en iyi markayı satın almama yardımcı olduğunu düşünüyorum.					
Yukarıdaki gibi Arama Motoru reklamı yapılan ürünler için piyasadaki ortalama fiyatın biraz daha üzerinde fiyat ödeyebilirim.					
Genel olarak, yukarıdaki gibi Arama Motoru reklamları, diğer reklamlarla kıyasla (TV reklamı, gazete reklamı vb.) reklamı yapılan ürünün maliyetini düşürür.					

23. Yukarıdaki Arama Motoru reklamını dikkate alarak aşağıdaki ifadelere ne derece katıldığınızı belirtiniz.

	Kesinlikle Katılıyorum <u>5</u>	Katılıyorum <u>4</u>	Kararsızım <u>3</u>	Katılmıyorum <u>2</u>	Kesinlikle Katılmıyorum <u>1</u>
Yukarıdaki gibi Arama Motoru reklamında verilen bilgi reklamı yapılan ürünü satın alıp almama konusunda faydalı olur.					
Yukarıdaki gibi Arama Motoru reklamlarının, ürünle ilgili satın alma kararı verebilmem adına zaman kazandırıcı olduğunu düşünüyorum.					
Yukarıdaki gibi Arama Motoru reklamlarının, ürünü satın almadan önce görsel olarak ürünün ne olduğu ile ilgili yeterli bilgi verdiğini düşünüyorum.					
Yukarıdaki gibi Arama Motoru reklamlarının, ürün ile ilgili merak uyandırdığını ve bu ürünü satın alma isteği uyandırabileceğini düşünüyorum.					

24. Ortalama olarak, internette gördüğünüz bir Arama Motoru reklamına hangi sıklıkta tıklıyorsunuz?

Hiçbir zaman (1)	Bazen (2)	Sık Sık (3)	Sürekli (4)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Bir Arama Motoru reklamına tıkladıktan sonra tanıtılan ürünü yönlendirilen siteden satın alma sıklığınız nedir?

Hiçbir zaman (1)	Bazen (2)	Sık Sık (3)	Sürekli (4)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Cinsiyetiniz?

Kadın  Erkek

27. Yaşınız?

- 18 ve altı
- 19 - 25
- 26- 35
- 36- 45
- 46 - 55
- 56 - 65
- 66 ve üstü

28. Eğitim Durumunuz?

- İlköğretim
- Lise
- Üniversite Öğrencisi
- Üniversite Mezunu
- Yüksek Lisans Öğrencisi
- Yüksek Lisans Mezunu
- Doktora Öğrencisi
- Doktora Mezunu

29. Aylık Kişisel Geliriniz?

- 1000 TL'den az
- 1001 – 2000 TL
- 2001 – 3500 TL
- 3501 – 5500 TL
- 5501 – 8000 TL
- 8001 – 10.000 TL
- 10.001 – 15.000 TL
- 15.001 ve üstü

Teşekkürler.

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